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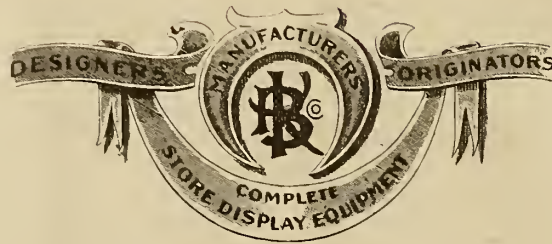
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Merchants Record and Show Window

January, 1920





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MERCHANTS RECORD and SHOW WINDOW

An Illustrated Monthly Journal for Merchants, Display Managers and Advertising Men.

Eastern Office
1520 Woolworth Bldg.
New York City

Published by
The Merchants Record Co.

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MEMBER CHICAGO TRADE PRESS ASSOCIATION

OFFICIAL ORGAN OF THE INTERNATIONAL ASSOCIATION OF DISPLAY MEN

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VOLUME XLVI

NUMBER 1

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MAKE BUYERS OUT OF PASSERSBY

How many people pass your store daily? Did you ever count them? The total would undoubtedly be a big surprise to you.

Perhaps there are 500 or 5,000. Everyone, however, is a prospective customer.

And how many of those prospective customers are attracted to your windows?

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We will be pleased to send you our catalogs. They will help you to make buyers out of passersby.

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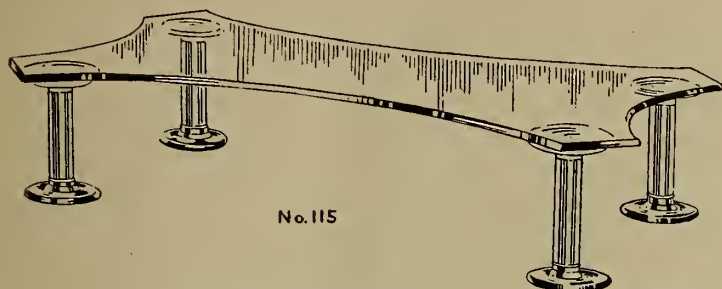


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Our new 1920 designs in Window Valances are a distinct advance over anything ever shown. We also have perfected our manufacturing facilities so that we can give you a 36-hour service on special designs and sizes made for your particular show windows.

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The latest thing in floor coverings are the fabric rugs that we make to match your valance. Come in all popular fabrics and colors, including plush and velour.



No. 115

Our Exclusive Design in
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These are the very latest and most attractive fixtures to be had. Our line includes all period designs in any wood finish. Order from us and you will not be disappointed on delivery.

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14th Floor, Medinah Bldg.

CHICAGO

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Maidenhair Fern Branch, Nat. Pres. Fireproof, with Snowdrop Flowers, as per illustration, spread 24x40 inches, per 10 Branches.....\$7.50

Ferns can be furnished in Green, or any color desired or a combination of two-tone in each fern.

Maidenhair Fern Sprays, Natural Pres. Fireproof as used in illustrated branch, best, selected sprays, any color, per 100.....\$ 4.50
Per 1,000 40.00

Maidenhair Fern Garland, any color, very effective as a festoon average spread 15 inches, per 10 yards.....\$3.50; per 100....\$30.00

Asparagus Fern Sprays, Nat. Pres., all tipped and selected per 100\$5.50

Apple Blossom Branch, with Nat. Pres. Foliage 24x36 with 8 clusters of Apple Blossoms to each branch, per 10.....\$5.00

Apple Blossoms, Single of Fireproof Muslin, per gross.....\$0.65

Beech Branches, Fireproof, the best and selected branches you can possibly obtain, these are not to be compared with the small size sprays you are usually offered, our branches are from 36 to 48 inches in length and 24-inch spread, rich in foliage, a few flowers added to these branches will create a splendid Spring decoration. Beech Branches can be had in Green, Red, Tan, or combination of Pastel shades, per 100.....\$10.00; per 1,000.....\$90.00

These are only a few of our wonderful Spring Decoratives, we will gladly submit free of charge any samples desired.

J. HARTWIG COMPANY

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Show Room, 24 West 30th St., New York City

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ENTIRE FOURTEENTH FLOOR of

The most comprehensive display of Wax Figures and Papier-Mache Forms



*Attractive drape by W. Keeler for T. Eaton & Co.,
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It will now be possible for you to meet "Face to Face" all the attractive models of the French Wax Figure line. Our very commodious new display rooms, taking up the entire fourteenth floor of the Medinah Building, enables us to show our complete line.

The French Wax Figure line is the largest in America and in order to give it complete display it was necessary to arrange for this the largest display room of its kind in the country.

There is a decided advantage to you to be able to step into our show rooms in the very heart of Chicago's Wholesale District and be able to see the figures that you buy.

French Wax Is Unsurpassed

There are no wax figures that can compare to those made by French Artists. The French Wax Figure Co., was founded by one of the best known Wax Figure Artists of France and operated in this country to save the heavy duty and shipping expenses of having his figures sent from France.

Hence the name "French Wax Figure Co." There is also the added advantage that in making the figures in this country they can be made to fit American Styles and can keep pace with American Window Display methods, the foremost in the world.

EVERYTHING IN WAX

Do you want a Chic Flapper Figure?—we have it. Do you want an infant's figure?—we have it. Do you want children's figures of a certain age?—we have it. In fact no matter what you want in wax—we have it. This is a great convenience to you as you know that when you buy from us you can get just what you want. The price of French Wax Figures will please you. The great volume of business we do enables us to give you prices made possible by quantity production. Why pay more for less attractive and inferior goods.

BIG NEW ADDITION IN FACTORY—9 FLOORS—60x125
Send for our De Lux Portfolio of Wax Figure Illustrations

FRENCH

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LOS ANGELES OFFICE, Bert Landers, 202 E. 4th Street

French
Wax
Figure Co.

14th Floor
Medinah Building
Chicago

Messrs. — Please send
literature showing Wax
and Papier-Mache.

Name

Street

City

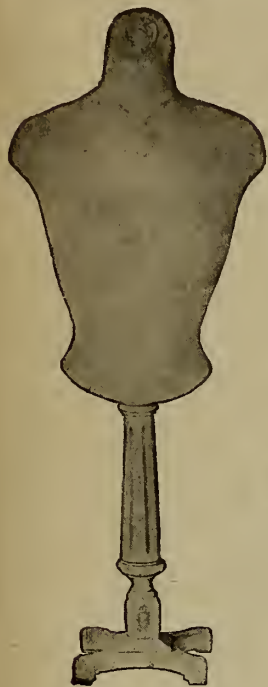
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IN NEW HOME

MEDINAH BUILDING, CHICAGO

ever attempted in the Largest Wax Figure Display Room in America



A new waist form

We illustrate above one of our new waist forms mounted on a period design base. We have a very complete assortment of bases of all styles, thus making it possible for you to match up with whatever fixtures you may have.

PLACE YOUR ORDERS NOW

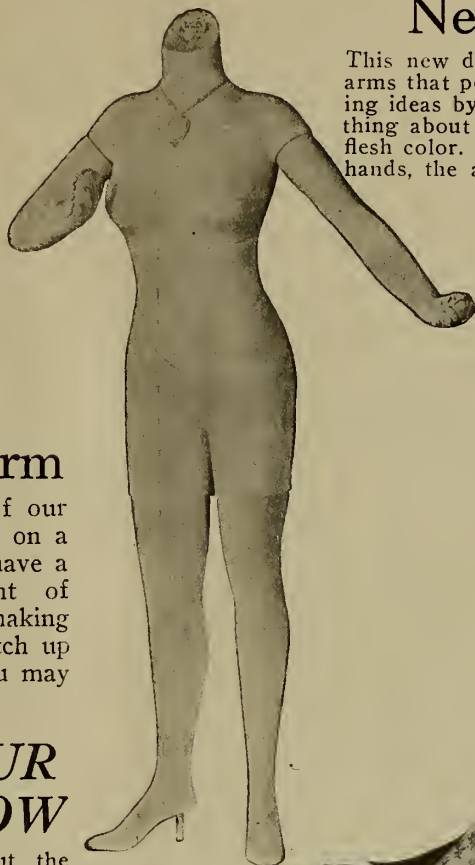
You know something about the uncertainty at the present time of labor conditions, shipping, etc. We therefore urge you to make an early selection of the items you need so that you will be assured of delivery for your Spring Opening Display.

WRITE FOR
PAPIER-MACHE CIRCULAR

Making as we do the papier-mache bodies for all our wax figures has given us an experience in the perfecting of papier-mache for form use that we are now applying to a complete line of Papier-Mache Forms. This line has now been on the market for many years and is the only one we know of with new forms for draping.

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This new draping form is a full modeled figure with inter-changeable, arms that permit ease in making the drapes and permits many new draping ideas by draping the goods from the arms, wrists and hands. Everything about this figure is new, even the finish is Old Ivory instead of flesh color. The neck is decorated with necklace and locket. Instead of hands, the arms are finished off with an unique scroll design in relief.



*One of many new
drapes made on our
Grecian Draping Figure*

WAX FIGURE CO.

Office and Salesroom, 14th Floor MEDINAH BUILDING, CHICAGO



Humanized Wax Figures

You will notice the difference between Feldman Figures and others the moment you see them.

Feldman Figures have a style and distinction that place them in a class of their own—they are the aristocrats of wax figures and they show off the handsomest gown or the simplest house dress with all the grace of the handsomest living model.

These figures are as nearly perfect as the most expert sculptors can make them and each one is finished with exquisite care. They will increase sales wherever they are used.

All Feldman Display Fixtures are as good as Feldman Figures. You will find them handsome in appearance, durable in use and they cost no more than ordinary fixtures.

Send now for our latest circular—It's a good one.

Feldman Fixture Co.

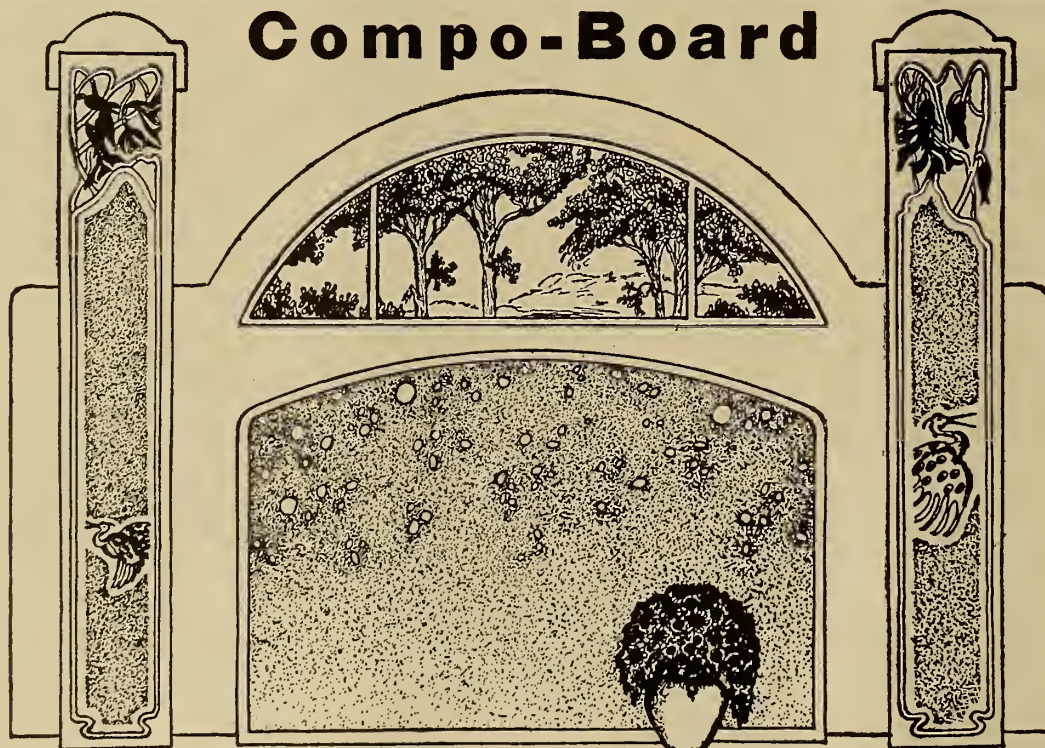
22-26 W. 30th St.

New York

COMPO-BOARD

Compo-Board

COMPO-BOARD

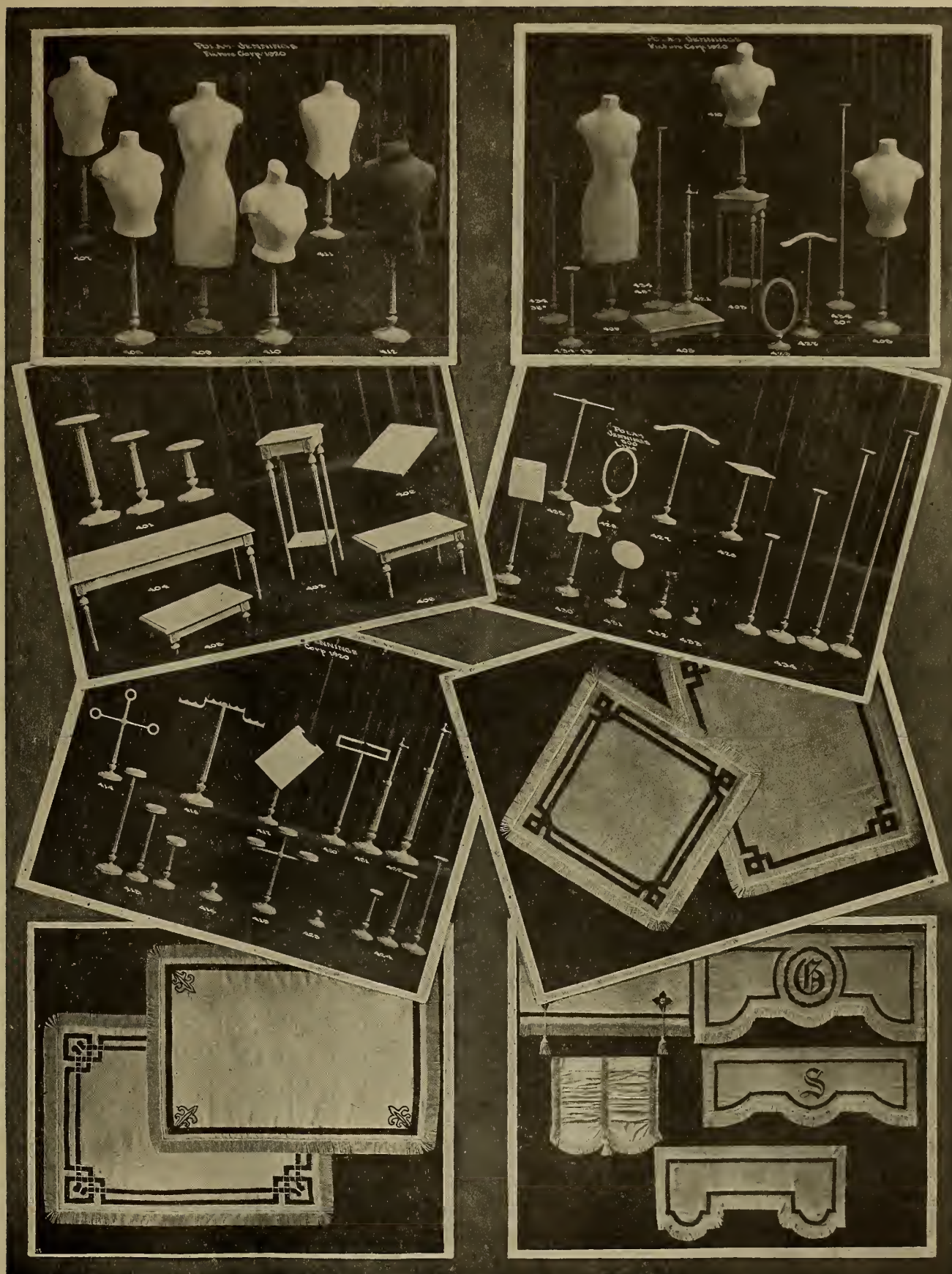


Herewith is shown just one of thousands of ways Compo-Board may be used for window backgrounds, cut outs, window dividers, partitions, etc. Compo-Board is the old original and genuine wood board.

Compo-Board Company

1404 LYNDALE AVE. NORTH
MINNEAPOLIS, MINNESOTA

Our "Four Hundred" Line *for* 1920



Above are shown a few numbers from our "400 " Line for 1920. Send in your Order Early.
Polay-Jennings Fixture Corp., 1007-9-11 Blue Island Ave., Chicago
 Manufacturers of World's Finest Display Fixtures



When Making Changes In Your
Store Front, Do Not Overlook

The Most Important Improvement—Your Show Window Lighting



*No other change, no matter what the cost,
will so improve your windows*

A one-piece glass silver plated reflector of special design is now the recognized standard for window lighting. Compared to trough reflector or any other system, double the light will be obtained, using the same lamps. Not only twice the light at the same cost, but a better quality, making the window attractive and the goods displayed desirable.

Of Reflectors of This Kind,

“PITTSBURGH” REFLECTORS are

Insist on “Pittsburgh”
from your electrical
contractor.

The utmost in efficiency.
Unequalled for durability.
Most economically installed.
Lowest in price.

Write for catalog.
Submit sketch of window
for free lighting plans.

PITTSBURGH REFLECTOR AND ILLUMINATING CO.

Chicago Office,
565 W. Washington St.

PITTSBURGH, PA.

San Francisco Office,
75 New Montgomery St.



Artistic Parisian Wax Figures
and Forms

PIERRE IMANS

Sculptor and Modeler in Wax

CHEVALIER OF THE LEGION OF HONOR

*Panama-Pacific Exposition, San Francisco, 1915, Hors Concours
In order to obtain perfect wax figures, see that my signature is
stamped in the wax.*

Do not buy wax figures before having consulted my catalogue.

Illustrated Catalogue No. 24 Free

Orders received through the medium of Paris Commission House

Packing Guaranteed Commission Export

10 RUE DE CRUSSOL, PARIS, FRANCE

—Your copy is

ready to mail!



Right now is the time to send for your **free** copy of our "Guide to Better Window Displays"!

It's full of the latest creations in artificial flowers, decoratives and wicker-ware—and contains a multitude of new window display suggestions that will prove real business getters. There are so many original conceptions you will find it difficult to choose.

Simply request your copy on your business stationery—we'll mail it immediately—it will end your display troubles!

The Adler-Jones Co.

206 S. Wabash Ave.

Chicago

Our 1920 Models Will Put Selling Force in Your Spring Displays

Our new wax figures and papier mache forms are the best we have offered. They have been modeled in conformity with the latest fashions and have a distinctive style that will impress the displayman who appreciates class.

Wood Fixtures

You will find our line of wood fixtures handsome in design, practical to use, and low in price.

Metal Fixtures

The values we are offering in metal fixtures are exceptionally interesting.

Valances

We have an interesting line of valances by the foot that we can ship from stock.

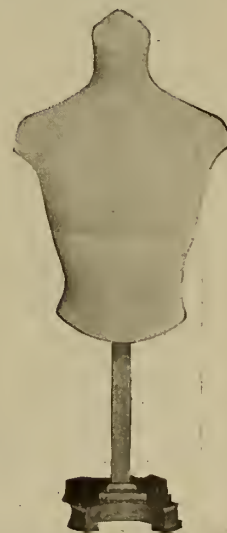


Our New Catalog Shows All the Latest and Best Display Devices

Send for this interesting book at once. It illustrates many novel devices that will help to make your windows sell more goods. You will find our prices exceptionally interesting, and we are prepared to make prompt shipments. A post card will bring you this book.

Equipment

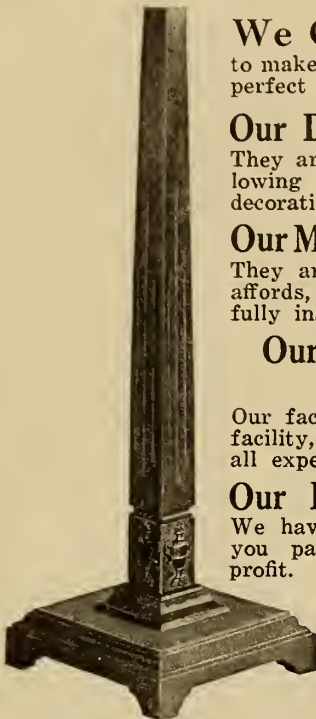
We have recently installed a department that is handling complete store equipment. If you are going to build or remodel, we will be pleased to submit plans for a complete store, or a single department, and we can make prices that will surprise you.



Send for our catalog today

SUPERIOR BRASS & FIXTURE CO.
316-318 W. Jackson Boulevard
CHICAGO

Display Fixtures of Exclusive Design



ADAM

We Claim

to make wood fixtures as nearly perfect as they can be made.

Our Designs Are Right

They are originated by us, following the purest styles of decoration.

Our Materials Are Right

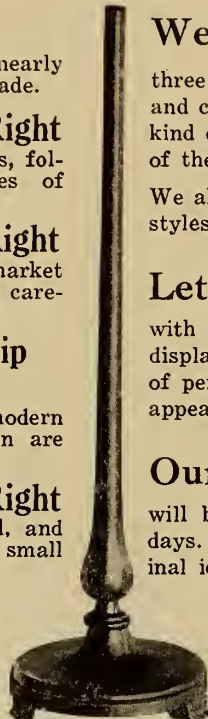
They are the best the market affords, and every piece is carefully inspected.

Our Workmanship Is Right

Our factory has every modern facility, and our workmen are all experts.

Our Prices Are Right

We have a low overhead, and you pay us only one small profit.



COLONIAL

We Show Here

three of our exclusive designs, and can furnish you almost any kind of display fixture in either of these attractive styles.

We also have a variety of other styles equally pleasing.

Let Us Supply You

with fixtures for your spring displays. We can assure you of permanent satisfaction as to appearance, quality, and price.

Our New Catalog

will be off the press in a few days. It will show many original ideas. Send for it now.



CLAW FOOT

DECORATIVE FIXTURE CO.

16th and Jefferson Streets
CHICAGO



Our displays were excellent, but they *did not sell*—

"Our merchandise was of the best and we knew our prices were conservative in comparison with the prices of other stores.

"But the cold fact remained, we were not selling the goods we should through our displays.

In this typical Kawneer Installation note the large amount of window space for a store of this frontage.

Are your windows as inviting as these? They should be!

"We then analyzed and investigated and compared our store conditions with that of other successful merchants.

"And this is what we found. We found our STORE FRONT was counter-acting our window displays.

"Then we decided on a KAWNEER STORE FRONT.

"Now after a few months we can hardly believe the results. The Kawneer Store Front specialists increased our window space with our same frontage. But our lesson was costly."

Are you satisfied with the results your windows are producing? We can show you how the Kawneer Front will increase your sales.

Our BOOK OF DESIGNS contains a number of illustrations showing diagrammatic and actual installations.

Write today for a copy.

For Your Convenience Use the Coupon

Kawneer Manufacturing Co., 2102 Front St., Niles, Mich.

Kawneer Manufacturing Co.
2102 Front St., Niles, Mich.
Send me the BOOK OF DESIGNS.
Name
Address
City and State.....



Helping Business Get More Business

Beaver Board is an ally of good business. This is true in more ways than one.

First, Beaver Board draws trade to the store by building up more attractive windows, by providing snappy cutouts, by making more attractive backgrounds and many display forms.

Then Beaver Board facilitates trade by building up many conveniences throughout the store. Rest rooms, display rooms, and dressing booths of Beaver Board have helped make sales for many stores. Portable partitions,

decorative panels and big Beaver Board ceilings all add safety and comfort to your customers.

There are a thousand and one uses for this knotless, crackless manufactured lumber in business. The important thing is to be sure that the Beaver Board trade-mark is printed on the back of every panel you buy—then you can be sure of good results.

Send for our new booklet "Beaver Board and Its Uses." This book tells about both the home uses and business uses of Beaver Board.

THE BEAVER BOARD COMPANIES

Administration Offices, Buffalo, N. Y.; Thorold, Ont., Canada; London, Eng.

Offices in principal cities of the United States and abroad

Distributors and dealers everywhere



Ideal for window backgrounds



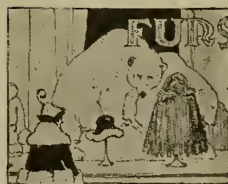
Makes handy portable backgrounds



Practical and economical for offices



Solution for enclosed music rooms



Something different in portable displays

BEAVER BOARD

You can't expect Beaver Board results unless this trademark is on the back of the board you buy.



FOR BETTER WALLS & CEILINGS

I saw it in the January "Merchants Record"—Page 11

WELCH-Wilmarth Plans Adopted Without Change

IN competition with other leading store planning organizations—and after stores in many cities were studied by the customer—Welch-Wilmarth plans were adopted without a change.

CLOTHING
READY
TO
WEAR
GARMENTS
FOR
MEN
WOMEN
AND
JUVENILES

Welch-Wilmarth Lines,
Grand Rapids, Michigan.

FORMERLY **Wise Evans Inc.** NOW **KOHN'S**
1409 1409 MAIN STREET

COLUMBIA, S. C.
April 22nd, 1919.

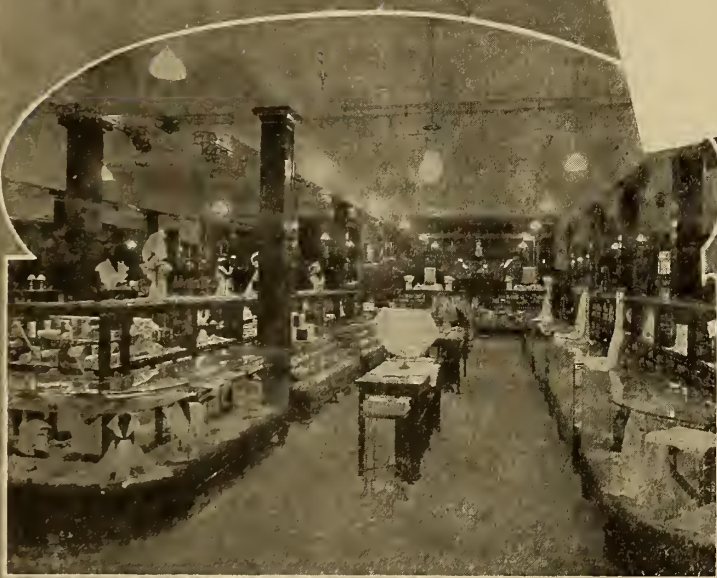
Gentlemen:—
After an exhaustive study of the plans as submitted by the Welch-Wilmarth Lines, Company for the remodeling of our men's and women's store, I am pleased to state that I have adopted in full without change the plans as submitted by the Welch-Wilmarth Lines.

After a careful study and examination of store fixtures in various furnishing stores in Philadelphia, New York, Savannah, Atlanta and Macon, I have decided that those made by the Welch-Wilmarth Lines would come more nearly filling my wants than any other make and for that reason I have this date given contract for these fixtures to be furnished in the remodeling of our stores.

Wishing you continued success in this,
Yours very truly,
K O H N ' S

BY *Jaeger*
President

K/c



Here's A Typical Welch-Wilmarth Installation---

This compact, well arranged store demonstrates the Welch-Wilmarth re-merchandising plan. Merchandise is more strikingly and more invitingly displayed. Salespeople handle more sales with less effort. The result is a greater volume and a decreased labor overhead. *Your* store can be re-merchandised with equal results.

For Large and Small Establishments--- For *Your* Store---

The Welch-Wilmarth planning department creates better merchandising conditions by correcting placements of departments, improving display methods, and simplifying stock keeping.

Whether you employ 10 or 100 salespeople, a Welch-Wilmarth plan opens the way to greater success.

Our book "Method in Merchandising" is sent gratis to store owners and executives.

The WELCH-Wilmarth LINES - GRAND RAPIDS, MICHIGAN, U. S. A.

MERCHANTS RECORD and SHOW WINDOW

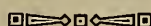
VOLUME XLVI
NUMBER 1

JANUARY, 1920

Single Copies
Thirty-five Cents

Lighting the Long Narrow Store

Whatever of real difficulty attaches to illuminating this character of store resides in the need of correctly understanding problem involved—Three Lighting Systems.



By Thos. F. Chantler

The Society for Electrical Development, Inc.

REFERRING to artificial lighting in terms of music, the illumination of the small store or specialty shop is a solo; that of the department store, an orchestral accomplishment. The soloist stands or falls by his own unaided efforts; judgment of his work is sudden and absolute. Shortcomings of technique, eccentricities of dress or manner come in for prompt unqualified appraisal. Whereas with the orchestra the shortcomings of this or that member, unless prominently displayed or very pronounced, escape notice by all except the technically trained.

The small shop faces much the same trying ordeal as the soloist; its lighting service is appraised before the visitor has crossed the threshold. Usually the entire interior of the store can be encompassed at a glance; there remains nothing to look forward to calculated to modify that first impression—the lighting is judged then and there as being good, bad or middling. But in the effect and judgment of department store lighting, conditions are entirely different. That department may be glaringly lighted; this passageway boast only a "dim religious light"; and the illumination of this or that show case be reminiscent of a phosphorescent glow—judgment of those individual shortcomings will be softened provided the general impression of the store lighting be good.

However, all that has been said is only by way of disposing of the negative side of the question. It can now be said that if shortcomings in the small store lighting system come in for unqualified censure, a properly designed lighting system earns the equally unqualified approval of patrons. In fact,

good and sufficient illumination is one of, if not the greatest asset of the small store. And time and careful thought devoted to improving the lighting of such a store invariably will be repaid.

Understanding the Store-Lighting Problem

Many merchants who undertake to improve the illumination of their store make a serious mistake right at the outset—they begin by picking out the flaws of the existing lighting system. That is wrong; they would better begin by establishing the standard of illumination best suited to their merchandising requirements. Once that has been done the task of selecting the ideally correct equipment becomes simplified greatly. But lacking that precaution of first setting up a mark to be attained—well, at best it can only be said that one lighting system or scheme has been exchanged for another.

What is meant by urging that a standard of illumination to be attained be established first can best be explained by example. So let us begin by taking as a basis of typical proportions, viz. 100 feet long by 25 feet wide and having the ceiling 12 feet above the floor.

The first step then will be to determine the desirable intensity of illumination throughout the store. In a preceding article of this series the intensities in foot candles for various departments and classes of merchandise has been given as follows:

	Foot-Candles
Art (light and exhibits).....	5.0-10.0
Book	3.0- 5.0
China	2.0- 3.0
Cigar	4.0- 6.0
Clothing	4.0- 7.0

Cloak and suit.....	4.0- 7.0
Confectionery	3.0- 5.0
Drug	2.0- 4.0
Dry goods	4.0- 7.0
Florist	2.0- 3.0
Furniture	2.0- 4.0
Fur	5.0- 8.0
Groceries	2.0- 4.0
Haberdashery	5.0- 7.0
Hardware	2.0- 3.0
Hat	4.0- 6.0
Jewelry	4.0- 6.0
Millinery	4.0- 6.0
Music	2.0- 4.0
Notions	3.0- 5.0
Piano	2.0- 4.0
Rug racks	8.0-10.0
Shoe	3.0- 5.0
Stationery	2.0- 4.0
Wall paper	4.0- 5.0

Now suppose our problem to be to arrange for the lighting of a shoe store of the better class, located, let us say, in the best section of a well lighted shopping district. To make the picture complete let it be imagined that the two show windows have solid backgrounds, that a large display case stands parallel with the front of the store, leaving room at either end for passage-way. Starting at a point just beyond the display case, two tiers of seats placed back to back extend the length of the store. The side walls, of course, are given over to the shelving, which extends upwards almost to the ceiling. The office, wrapping counter and so on are in the rear. The ceiling and walls are mat finish of light color.

Lighting Intensities

Referring to the table of lighting intensities, we see that the desirable illumination for shoe stores is from 3 to 5 foot candles. Our store being of the better class we will elect arbitrarily for the higher figure. Our next step, then, will be to discover how many lumens will be needed to furnish that intensity of light on the working plane, which, this being a shoe store, occurs at the floor or slightly above it.

In the preceding articles of this series it is shown that where one lumen is so utilized that its total light is spread over a 1-foot square surface, that surface is then lighted to an intensity of 1-foot candle. That is to say, "A lumen is a quantity of light which will illuminate 1 square foot of area to an intensity of 1 foot candle." How many lumens then will be required? Thanks to the discoveries of the law just stated, we know that multiplying the area (2,500 square feet) by the stipulated foot candles (5) will give the equivalent in lumens, or 12,500. Our problem now is to select a lighting system that will supply that quantity of light in a satisfactory manner.

There are, so to speak, three ways leading to the "Rome" of good lighting; namely, the *direct*, *indirect* and *semi-indirect* lighting systems. Each system has its

good points, and examples typical of our problem no doubt can be found where each is providing satisfactory illumination. Certainly it would be going beyond the intent of this article to imply the contrary, or to feature this or that system as being best suited to lighting a store such as has been described. Nevertheless, for the purpose of this illustration one of the three must be employed as a basis.

Three Systems of Lighting

In mentioning the three systems, the *direct* chanced to be mentioned first. So suppose we accept that method of lighting as the one to be installed.

Our next step will be to discover the number of watts required to supply on the working plane an illumination of 5 foot candles. Now, we know to begin with that the walls, ceiling, wood-work and so on, will absorb some light, diminishing proportionately the quantity delivered to the working plane. An allowance therefore must be made to offset the loss of light by asorption and imperfections in the reflecting surfaces.

How are we to solve that problem? Fortunately for the length of this article it already has been solved. Various types of lighting units as employed with each of the three lighting systems have been tried out in rooms of a standard size, but with different finish as to walls and ceiling. The actual illumination on the working plane, under each such set of conditions then has been carefully measured with instruments designed for that purpose, the results being utilized to formulate rules of standard practice. The character and details of walls and ceiling, together with the type of lighting unit to be used, being known, we have only to refer to such tables to find the formula to be used in computing the wattage.

One such set of tables has been prepared by the Edison Lamp Works of The General Electric Company. Following the same cue we observed in selecting the direct lighting system, we find upon referring to those tables that the first formula that is given, under direct lighting, applies with reference to use of prismatic glass reflectors. So let us adopt those for our purpose. According to the formula, the walls and ceiling being light (as is true in our case), we have only to divide by 5.3 the effective lumens required (12,500) to discover that we will need approximately 2,350 watts to be assured of having our working surface lighted to an intensity of 5 foot candles. And now from another department of the same tables we learn that "the distance apart of the lighting units should approximately equal the ceiling height." Our ceiling, as given previously, is 12 feet high. So for a symmetrical arrangement, suppose we divide our ceiling into squares $12\frac{1}{2} \times 12\frac{1}{2}$ feet, making two rows of 8 lamps each, a total of 16 lamps. Now to find the

requisite wattage per lamp we have only to divide 2,350 watts by 16, and we have a wattage per lamp of 146.87. So, of course, we select for our use 150-watt lamps.

Now one more step and we will have carried our problem to a satisfactory conclusion; we have yet to decide the hanging height of our units. The plane of illumination is, of course, about one foot from the floor. But also there must be sufficient light on the boxes to read the labels. An intensive type reflector will be applicable for our purpose; and by referring to yet another department of the same set of tables previously mentioned we learn that the hanging height for intensive reflectors should be four-fifths of the distance between lamps. The lamps, as has been noted, are spaced $12\frac{1}{2}$ feet apart; and four-fifths of that distance equals 10 feet. But the working plane has been figured as being 1 foot above the floor. So we will add 1 foot to our figure and say that lamps should be hung about 11 feet from the floor. Now we have carried our illustration through to a logical conclusion.

However, the solution as given is intended purely for purposes of illustration. There is, it is to be said, a vast difference between the solution of a hypothetical lighting problem on paper and the working out of such a problem under actual working conditions; and it will be well to leave all improvements in the lighting equipment to those of technical training.

Let the merchant forget the purely technical aspects of his store lighting equipment, leaving it for the attention of the lighting expert, and consider the problem rather from the standpoint of the customer. To begin with, let him recall what has been said regarding the ease with which the small store may be viewed in its entirety by the entering customer at a glance. Then let him spend some time visiting other small stores and appraising their lighting service from the public's point of view, continuing until he feels able to return to his own establishment and view it from an outside point of view.

Do not make the mistake of believing, Mr. Merchant, that you have only to look up from your desk, where you may be reading this, and give your store the so called "once over" in order to note and understand the shortcomings in the lighting service.

Those defects have become commonplaces to you. Habitual, though perhaps unconscious, recognition of them has served to inoculate you against any shock of surprise at their existence. You must freshen up your point of view through a critical and perhaps envious inspection of the lighting service in other establishments before you can hope to see your own store as others see it.

See Your Store As Others See It

1.—Considering only the artistic qualities of the present lighting fixtures, are they in harmony with the surroundings—do they add to, or detract from, the impression made upon the eye.

2.—Are the walls, wood-work and ceiling of your store of a color or colors which of themselves lend to an impression of brightness and cheer? Or is it your belief that the colors are such as absorb too much light, and tend to make your store gloomy and sombre? Would a change of colors serve, in itself alone, to improve the lighting effects without any reference whatever to the lighting equipment?

3.—Is there any noticeable glare occasioned by unscreened light sources or by reflecting surfaces? That is to say, can you look about your store in all directions as a customer would, without being prompted to blink or narrow your eyes?

4.—Does the lighting convey the impression of uniform density, or does the store appear to be lighted well only in spots, and with intervening areas of gloom and shadow? In other words, does the plentifulness of illumination seem to encourage in equal degree an inspection of all departments and classes of merchandise? Or is it necessary to peer intently in order to conduct an inspection of goods in certain parts of the store?

5.—Can you stand, in such position as a customer would take, before any counter or in any part of your store and inspect goods freely, without having to twist and turn in order to avoid putting the goods in shadow?

6.—Are the light sources such as to attract attention to themselves, rather than to the goods which their service is designed to illuminate?

7.—Is the true color of the goods discernable under the illumination supplied by your lighting equipment and if not is the sale of goods retarded thereby?

8.—In your opinion would customers buy more readily if the lighting did enable them to better see the true colors of the goods?

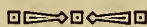
9.—Are the lamps in line of vision? That is to say, are customers when looking about, required to include them in their view, whether they will or no?

Answer those questions to yourself as impartially as you can, Mr. Merchant. Verify your conclusions by having an outsider who is friendly to your interests look over your store and supply his own answers to those questions. Use those conclusions as the basis for listing the improvements required in your lighting service. Then—

Put your problem up to your central station or other competent authorities. In this way you will obtain the advantages afforded through expert knowledge and be satisfied with the results.

Possibilities in Sports Apparel Shops

Increased demand for sports wear result of steady growth—Sport clothes of today typify the latest in styles—Several department stores adding sports apparel sections, while exclusive shops of this character are making rapid headway—Successful opening of The Davenport Hotel Sports Shop.



THE recent increased demand for Sport Wear is the result of growth. Years ago, we slept with windows tightly shut and bundled ourselves, during the day, in heavy, unsanitary clothing. Today, we sleep, work and play in the purest air obtainable and under the most healthful conditions, and there has evolved from this change, the sleeping porch, open-air schools, improved ventilating systems and, what is more important to us, a new interest in the value and enjoyment of sports.



SHOWING DISPLAY SPACE OF DAVENPORT HOTEL SPORTS SHOP.

The war, too, has awakened the American people to the realization of the necessity of preserving and correcting health conditions and "our boys" have come back with new life and vigor from their outdoor exercise and training, and are loath to abandon the life they have learned to appreciate, and instead, are continuing it and winning converts to their ranks.

As a result of this growth and new interest in the great out-of-doors, comes the demand for fit clothing in which to enjoy out-of-door-life. But what woman could really enjoy anything out-of-doors in the "frights" that were once termed outing clothes? Stiff khaki affairs or last year's

street clothes were then positively "the latest" thing for this kind of wear and an outing meant a chance to get into your old duds. The men probably enjoyed this, but it was soon tabooed by the women. Today, Sport Clothes mean the latest styles—in fact many of them are ahead of ready-to-wear garments in other lines,—the finest, most serviceable materials, and designs that came straight from London and New York exclusive establishments; and they are adaptable not only for sport wear but are as presentable on the street or in the hotel lobby, and lend an air of health and distinction to the wearer.

"Movies" Aid in Developing Style

Moving pictures did a great deal in putting style into sport garments. Audiences clamored for tales of the West and North; adventures in foreign lands; and athletic thrillers; but what "film queen" would camouflage her grace and beauty in the ordinary outing clothes? Instead she demanded that her outing clothes be made beautiful and today Los Angeles is the reputed style center for out-door wear, not only because of the demand for "movie" costumes but because travelers have adopted the costumes.

So, Sports Apparel has come to stay and to improve, evolved from a growth in living standards, a change in interests, and the ever insistent demand that women's garments be beautiful and stylish above all else; and as a result, the merchant has had to make a place in his organization for the new goods.

Hardware stores have the background to carry this line but lack the personnel and facilities necessary to carry exclusive wear. It remains for the department store to create a new department, or, for the exclusive shop to invade the territory. Within the last year, Wanamaker's in Philadelphia have departmentized their Sport Wear, calling the department "The London Shop" and, in New York their department is called "The Red Leaf Shop" (Red Leaf being a line of Sport Wear).



VIEW OF INTERIOR OF THE DAVENPORT HOTEL SPORTS SHOP, SPOKANE, WASHINGTON.

The department store has the facilities but often lacks the personnel to conduct a Sport Wear Department successfully, for it offers very different problems than the ready-to-wear sections and in no way infringes on other departments. It must be run exclusively and carry complete outfits. That is: the selection of leggings for a hunting costume must be done in the department selling the costume and not left to the clerk in the shoe department, who probably never saw a hunting costume, nor the cap to the millinery, the gloves to the glove department and so on. For this reason, the Exclusive Shop has great possibilities and advantages in facilities and personnel which the department stores in a city may lack.

Mahlon Rucker in Charge

November 20, the Davenport Hotel Company, Spokane, Wash., a two-million dollar corporation, seeing the need of such a shop in Spokane for the accommodation of travelers as well as home folk, opened "The Davenport Hotel Sport Shop" under the direction of Mahlon Rucker, Sales-Manager for Piper and Taft's for ten years—and one of the liveliest sporting goods men in the West.

"The Sport Wear Business," said Mr. Rucker the day after their very successful opening, "has very decided and big problems; buying, personnel, and the education of the public in selection."

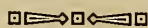
"The best lines of Sport Wear are made by exclusive manufacturers, who usually specialize on just one article, so the buyers for a sports department must know his field, and be ever on the alert for things different. In order that such an apparel shop or department shall not clash with other and possibly larger stores, the lines must be carefully chosen to be a little better than anything to be found in other "ready-to-wear" sections. When this distinction in goods is maintained, price does not affect sales in the least, the customer gladly pays more for better materials and designs.

"The sales force of this exclusive department must be above the average; and for this reason I prefer taking young inexperienced help providing they have personality, style, and a willingness to please. This superior service is needed because this department draws a better class of trade and yet, being a new thing, people nearly everywhere need to be educated in proper selection."

The Davenport Sports Apparel Shop was a success from the first day of its opening. The shop is the only one of its kind in the West, and in it, Mr. Rucker's business principles are strictly adhered to. It is located in the Davenport Hotel with fine display windows and lobby cases. The color scheme is grey tones, with the rich Davenport Hotel Crest in red and gold and blues—adding a distinctive touch.

Outfitting the Modern Store

O'Brien-Jobst store, Peoria, Illinois, presents one of the most beautiful and completely equipped men's wear shops in the country—Specially designed fixtures of unusual attractiveness—All cabinets and show cases dust-proof—"Honest service and efficient business methods" slogan of this successful organization.



WITH the opening of the O'Brien-Jobst men's clothing store, after complete remodeling, which included the installation of an entire new front, Peoria, Illinois, boasts a men's clothing establishment that compares favorably with the smartest shops of this character in the country. The handsomely arranged new store is justifiably regarded with pride by the owners and

The new O'Brien-Jobst store presents a most complete institution maintaining standard lines of men's clothing and furnishings, having the services of more than a score of trained men and women caring for the needs of the O'Brien-Jobst patrons. In addition to the above named workers the three members of the firm are on the floor at every possible opportunity, believing that they, as owners, are responsible for the utmost in courtesy and service, and further, that by devoting all possible time in this manner they meet and talk with the customers and so learn first hand what the public wants, in addition to forming friendships with the trade.

Artistic Department Arrangement

The store is 171 feet in depth, and presents a most artistic and beautiful arrangement of cabinets and show cases, the beauty and symmetry of the fixtures, every piece even in height and width throughout the store, at once attracting attention with a most pleasing effect. The exquisite color effects, also add a most soothing charm, the combination throughout the store, show cases and show windows being perfect in choice and application.

The most up-to-date and exclusive fixtures, including cabinets, show cases and store and window equipment of all kinds were secured without regard for expense, and in this respect it is safe to say, that no store or specialty shop is better equipped than the O'Brien-Jobst store. The interior equipment cabinets and cases were designed and installed by the Grand Rapids Show Case Company, Grand Rapids, Michigan, while the window and display fixtures were supplied by the Decorators' Supply Company, Chicago, Ill. All cabinets and show cases are absolutely dirt and dust proof, granting at the same time the maximum of display space and affording the opportunity to care for all sales with the maximum of simplicity, and in a like manner, presenting all materials to the full view of the customer. The exterior equipment is rich and elegant in its mahogany finish.

The practicability of the enclosed cabinets of



NEW FRONT OF O'BRIEN-JOBST STORE, PEORIA, ILL.

the public of Peoria and vicinity towns, and the establishment of today is conclusive proof of the theories of the owners relative to the building and maintaining of a successful enterprise. The principles of successful business according to Jack O'Brien and Dick Jobst, president and secretary, of the organization respectively, are:—"honest service to the public and efficient business methods," and an enterprise built on these principles is bound to succeed.



A SECTION OF THE MEN'S FURNISHINGS DEPARTMENT, O'BRIEN-JOBST STORE, PEORIA, ILL.

the latest type is readily judged on viewing the illustrations as presented in conjunction with this article. Every garment is attractively arranged in such a manner as to display it in full view, and at the same time offer the advantage of having it within reach, thus avoiding that old time-killing system of action necessitating the search for this or that garment. Here the entire stock is on display and when a customer comes into the store there

is no unnecessary delay as the salesman has but to direct the customer to the cabinets.

While formulating preliminary plans for the remodeling of the old store, the owners insisted that very particular attention should be given to the planning of the store front, so as to get all possible advantages afforded through good show windows. This factor received its due attention and the members of the organization are particularly pleased



MEN'S CLOTHING DEPARTMENT. ALL MERCHANDISE PROTECTED AND DISPLAYED IN ENCLOSED CABINETS.



SHOWING EXTENSIVE SPACE DEVOTED TO MEN'S SHIRTS. O'BRIEN-JOBST CO., PEORIA, ILL.

with this all-important feature in modern store front installation. There are two fine windows with a beautiful, spacious ledge above, and windows and ledge are receiving great attention with most commendable results from the head of the display department, Walter J. Randolph. The show window, set back about 16 feet from the front with an arcade of 19 feet wide at its most expansive point, and with the ledge space included the O'Brien-Jobst store has a display space in the front of the store of

300 square feet. This space is outfitted with complete sets of display equipment and fixtures finished in American walnut to match the window backgrounds.

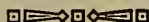
The personnel of the O'Brien-Jobst organization includes the following: President and manager, Jack O'Brien; vice-president and treasurer, Jacob J. Jobst; secretary, Dick Jobst. The clothing department is in the charge of Maurice E. Brown, assisted by William G. Krieger and Charles C.



GENERAL VIEW OF THE NEW O'BRIEN-JOBST COMPANY STORE, PEORIA, ILLINOIS.

Capitalizing on Store Publicity

Pelletier store takes advantage of every opportunity to interest public and gain its good will—The store employes share in special sales events and work in closest co-operation with store executives—Publicity department functions most successfully under direction of W. T. White.



FEW stores in the country devote more organized effort along the lines of store publicity through special feature events than does The Pelletier Company of Sioux City, Ia., where W. T. White directs the work of the store's publicity and promotional department. Full advantage is taken of every opportunity to interest the public, and in addition, there are many events in the course of a year that are promoted for the especial advantage of the salesforce employed by this popular merchandising institution.

One of the big events at The Pelletier Company store during the past year was the May Drive for 5,000 new customers. The campaign, comprehensively reviewed in MERCHANTS RECORD

AND SHOW WINDOW at the time, was most successful, far exceeding the anticipation of the store owners, and much of the success of the drive was attributed to the tact of the publicity department of the store in formulating the plans for the campaign wherein it designated display windows for a most important roll.

The Pelletier Company.

FALL EXAMINATION FOR SALESPeOPLE

THE PELLETIER COMPANY

EXTENDS A PERSONAL INVITATION TO YOU
TO BE IN ATTENDANCE AT

PELLETIER'S PRIVATE SALE

TUESDAY, SEPTEMBER 23RD

DURING WHICH ALL EXCLUSIVE MODE CREATIONS DISPLAYED DURING OUR AUTUMN FASHION FETE--SUCH AS GOWNS, SUITS, WRAPS, MILLINERY, FOOTWEAR AND THE FINER ACCESSORIES OF DRESS--WILL BE DISPOSED OF

LIBERAL PRICE-CONCESSIONS

ON EXHIBITION PIECES

IF YOU HAVEN'T ANY PREFERENCE, MISS GRIEVE WILL GIVE YOU HER PERSONAL ATTENTION IN OUR APPAREL SALONS.

IF YOU HAVE NO PREFERENCE, MISS KAVANA WILL RENDER YOU HER PERSONAL ASSISTANCE IN OUR MILLINERY SALONS.

ONLY A LIMITED NUMBER OF INVITATIONS TO THIS PRIVATE SALE OCCASION HAS BEEN EXTENDED DUE TO THE "ULTRA-FINESSE" OF THE MODELS AND THE EXCLUSIVITY OF THE ASSORTMENTS. WE CORDIALLY INVITE YOUR EARLY ATTENDANCE.

INVITATION FOR PELLETIER'S SPECIAL SALE.

1. How do you fill out a sales check?
2. How do you make out transfers?
3. State what you do when out-of-town patrons make purchases?
4. How do you handle complaints?
5. Suppose you were answering a phone in your department--what would you say?
6. Where is the will-call desk?
7. If a patron desired to check her parcels, suit cases or traveling bags, where would you direct her?
8. Where is the soda fountain located?
9. State where our rest room is and the conveniences it has for our patrons?
10. What is the delivery schedule of the Pelletier store?
11. Where can one buy money orders and stamps in the store?
12. If a patron should want a parcel sent by mail, where would you direct her?
13. Where is the picture framing department and what other department is it connected with?
11. When a customer asks you for curtain rods, where do you send her?
15. Where is the closest advertising frame to your department? State definitely.
16. What is Tact? (State concisely.)
17. State the difference between conceit and confidence?
18. In your mind, which are the three most important essentials of a salesperson?
19. How do you go about getting a book from the Business Library for Pelletier's Salespeople? (Branch of the Sioux City Public Library.)
20. With reference to our business library--
 - (a) How many books have you taken out?
 - (b) Did they help you?

Name..... Dept.....

EXAMINATION SHEET USED IN PELLETIER'S SCHOOL.

Starting September 8, 1919, and continued through the Fall season The Pelletier Company conducts a series of salesmanship lectures for the express purpose of affording the employes of the store the opportunity to increase their efficiency, whether they are interested in direct selling sections or in the service departments. Varying from many other salesmanship courses, the Pelletier school treats every phase of salesmanship as employed in the retail store, and shows the methods of how to sell good, dependable merchandise in a



SPRING FASHION DISPLAY BY W. A. HADDEN, JR., FOR VARNEY BROS. & COMPANY, EL CENTRO, CALIF.

courteous way. The school is not called "a school of efficiency," that term signifying something that no school can really give—the efficiency of any man or woman depending upon the action of the individual party. However, students at the Pelletier school are told how to attain efficiency and are instructed on the essentials of good salesmanship.

Under the head of Salesmanship the following topics are treated:

History and Policies of Pelletiers' relative to Merchandise, Customers, Salespersons.

Department store as an educational institution.

Getting the most out of one's work.

Knowledge of one's stock.

Proper approach to customer.

Studying a customer.

Art of Suggestion.

Making closing effective.

Answering the telephone.

Directing patrons to other departments.

The value of courtesy.

The value of punctuality.

The value of discipline.

The value of initiative.

The value of good memory.

Different kinds of salespeople.

Contrast of the efficient and the inefficient.

The evil of contentment.

Attending to details essential.

Personal appearance.

How spare hours should be spent.

The value of widening acquaintances.

Attitude toward co-workers.

The customer—the pay-master.

Then there are other equally important phases exhaustively discussed and demonstrated, including demonstrative ready-to-wear sales, textiles and merchandising, how to conduct piece goods sales, etc. One of the features of the course is the regular examination periods in which all salespeople are required to answer in writing questions pertinent to all selling problems. These papers are corrected and returned to the proper stu-

dents with solutions marked. Then there are the extremely interesting and important lectures in hygiene and physical education in which Miss Owens, physical director of the Sioux City high school, offers valuable information relative to the importance of physical fitness in order to maintain and increase salesmanship efficiency.

Another feature in Pelletier annual events is the Private Sale, for which special invitations are tastily prepared and executed and mailed to a selected list of Sioux City buyers. During this event no piece of merchandise is held longer than fifteen minutes; not more than two pieces of merchandise are held at one time; no merchandise is reserved for patrons not attending the sale; there are no approvals, lay-bys or exchanges, and outside dealers are excluded from participation in the event.

During the event of the celebration of Pelletier's 14th Anniversary Sale, held recently, special cash prizes were offered for each advertising suggestion coming from members of the salesforce, and which proved worthy of utilization in the stores' advertising programs. There were no restrictions in this contest and salespeople were most interested, their co-operation manifesting itself by a most serious effort on all to win a prize and at the same time be responsible for aiding in the success of the event.

The Pelletier Company store is one of the most modern and best equipped stores in its section of the country, having forty-five departments, with twenty expert buyers making it possible to secure merchandise from all parts of the world. Purchasing offices are maintained in New York, London and Paris. The store is beautifully outfitted and has every convenience for its patrons, including a beautifully appointed rest-room, reading room, comfort stations and a convenient downstairs cafeteria. A large fleet of high-powered trucks most efficiently cares for deliveries.

Injecting Life Thru Wax Figures

“THERE can be no doubt to the statement, that ‘many displays could be made much more pleasing to the eye should there be the injection of a wax figure gowned in conjunction with the merchandise on display in the window,’ remarks E. K. Lummus, display manager for Almy’s, Montreal, Can.

“Throughout my rather long experience in display work, whenever possible I have always used one or more wax figures in my displays, and this has been done to great advantage. The addition of the wax figure adds the necessary “life,” and, further, will give to the showing of ready-to-wear materials that which makes the window compelling, interesting and forceful in that it produces sales. Always a great believer in the use of wax figures, the first question I ask myself in planning a display is, “can I use a figure in this display?” Usually it can be answered in the affirmative.

“In a window of hosiery a wax figure gracefully posed at a dressing table will add a touch of life and at the same time afford the best possible utility for the showing of said hosiery. Should the window feature a display of shoes, a figure in sitting posture, with, perhaps, a maid, kneeling, and in the act of lacing the shoes will prove interesting.

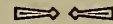
“I have but given a few examples through the above,

but there are hundreds of ways in which to inject the all-important wax figure, and display men will do well to strive for the injection of “life” into all displays, when this is possible to do.

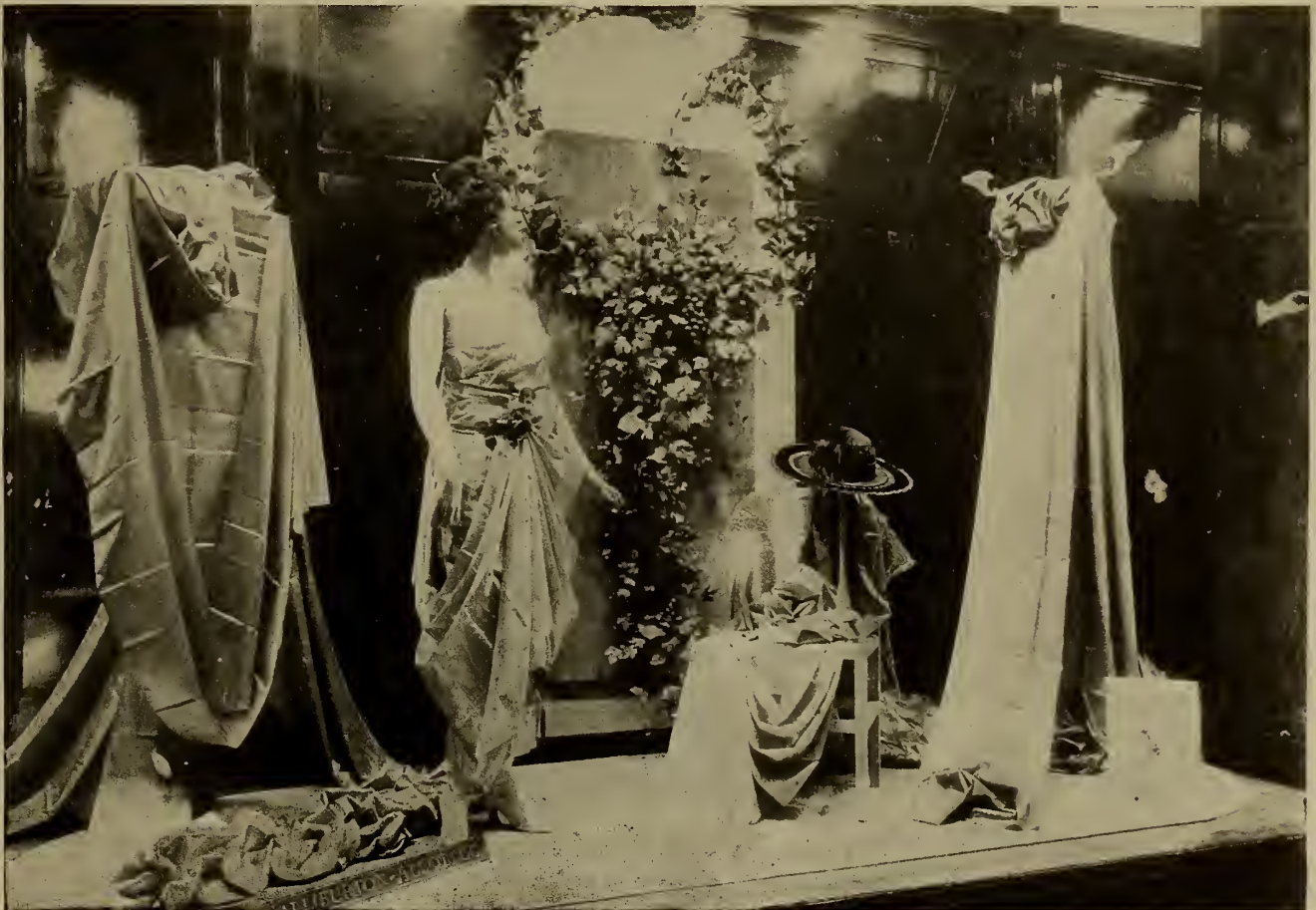
“In this connection, it should be added that only the best quality of wax figures be used. If they are not made true to life, it is better to omit them entirely from the display.

“And further, the best of care should be accorded these figures when not in use.

“Recently I witnessed a most tastily planned and arranged window, spoiled in effect through lack of attention to detail. It was a white wear window, and the figure was seated in her boudoir with gown on, but instead of boudoir slippers she was wearing high shoes. Most critical study should be exercised in choosing the outfit for the figure. Personally, I would not recommend the use of headless forms—principally because they do not offer that desirable effect—“life-like.”



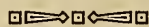
THREE new stores for Oklahoma City, Oklahoma, are under process of construction and when completed will give the city a number of retail merchandising institutions ranking with the best in the country. Kerr Dry Goods Company will have a new eight story building, and the Scott-Halliburton, and Rorabaugh-Brown homes will be 6 and 5 stories respectively.



DISPLAY BY O. E. WHEETE, HALLIBURTON-ABBOTT, TULSA, OKLA. WINNER OF 3RD PRIZE IN SATIN FRANCAIS CONTEST.

Background Construction

Details that go to make your store the magnetic drawing force—Interior department arrangement and window backgrounds important in maintaining standard—Large, modern retail business organizations insist on stores of elegance, refinement and convenience.



By C. J. Nowak

WHEN the Winter or Spring winds whistle down the streets, whipping the skirts askew, clutching at hats and numbing the fingers and ears, pedestrians are not going to stop to look at your shop windows—unless they are worth while.

Every business man is interested in just two things—his business and the profits possible from that business. The question here to be answered is—how to make the profits grow with the least resistance? There is only one method, and that is where the wise retailer makes his displays both in the window and interior the magnetic needle that draws the passing glance, and fastens it on the merchandise he wants to sell.

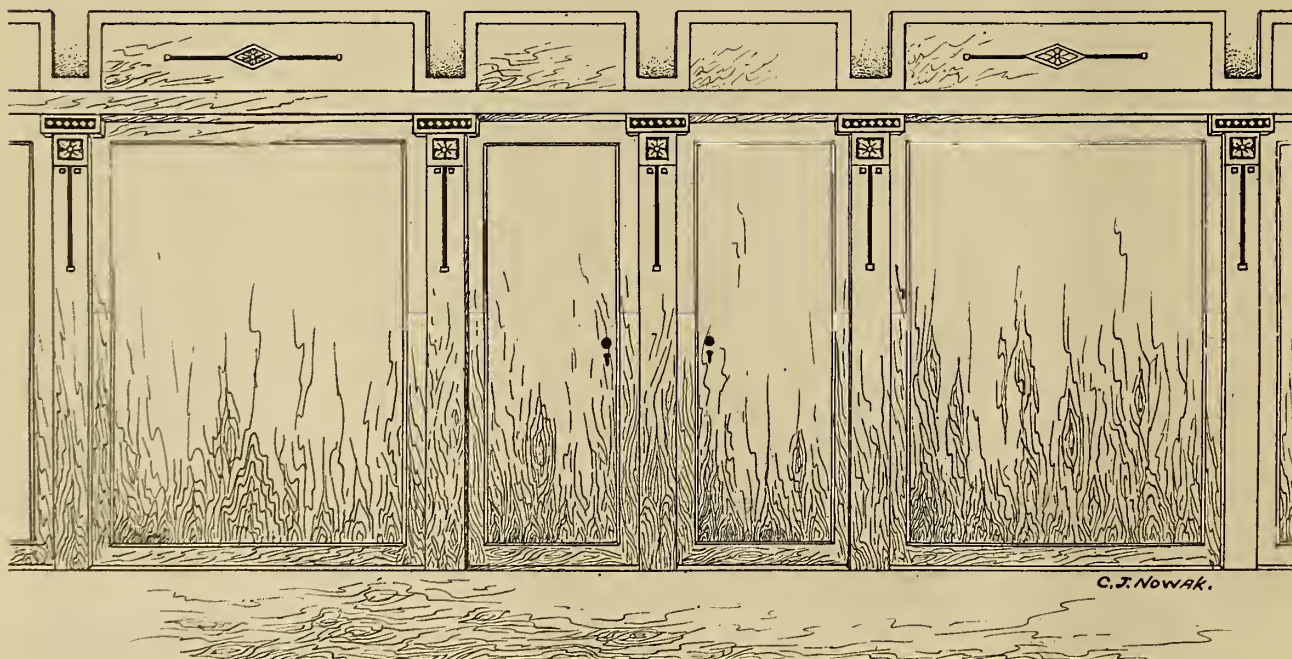
To draw a strong contrast, would the average person think of paying \$10.00 for grand opera, without stage settings, and the cast appearing in street

apparel? No—decidedly not. The same principle holds good in your interior fixtures, equipment and window backgrounds.

The larger metropolitan cities have educated the public in the last word of elegance, refinement and convenience in rich, handsome, rest rooms, enchanting ready-to-wear cabinets and lingerie racks, as well as elaborate staircases and permanent backgrounds that harmonize with all lines of merchandise. As truly as night follows day, unless the merchant can realize that he must build in miniature what the largest stores have done on a large scale, the human urge will drive your customers to the larger stores.

To have a well defined policy, good merchandise and fair prices is not enough. An atmosphere surrounding the merchandise must be so overpowering as to compel the desire to enter your portals.

If anything, more attention should be given the



SUGGESTION FOR PERMANENT WINDOW BACKGROUND, BY C. J. NOWAK, CHICAGO, ILLINOIS.

interior of the store and its refinements than that of the show windows, as nothing is so disappointing and spirit dampening as to be impressed with the beauty of a fine front, only to find within an out-of-date layout with antiquated fixtures, and an altogether too apparent and depressing color harmony of walls and ceiling. When a customer spends a dollar today, he wants the feeling that that dollar could not be better spent anywhere else. The right interior and background construction will work wonders toward this end.

After your decision has been made that you are going to have a modern store front, and interior, have your plans drawn by an expert in that line, as much good money has been literally thrown away by merchants who would trust to the ability of the home contractor to do the work. It is a fact that 95 per cent of the retailers know practically nothing about store fronts, and about the building of them in an intelligent way. Most merchants will take a store front, cut it all up and after time and money is consumed it is discovered that it does not fit the conditions under which it is installed; it does not produce the business expected. Then after a few years, the matter is again brought up and another attempt made.

What is needed is the help of experts who have made store fronts and interiors a life business. Store fronts for a department store, shoes, millinery, ready-to-wear, haberdasher shops and others should each be individually analyzed. Because one store front may be a beautiful conception, it does not necessarily follow that it would be appropriate for another line of business. Length, depth, height, color, lighting materials, floors, etc., are to be considered to the last detail for each individual requirement. No two stores can accommodate the same number of customers at any one time, therefore, close attention to entrances, exists, aisles, stairs, heating, elevators, etc., must have deepest thought and study. Before deciding on materials and

colors for finish, every conceivable kind and type should be secured, and the practicability of each weighed pro and con, for what would be good for one store on the sunny side of the street, would be a flat failure on the other where the shadows fall first. A store on the north side of the street must be treated differently for light reflection during the day, than that on the south side, etc.

Reflections in show windows must be considered, lighting systems must be chosen to fit each requirement, prism-glass above show windows should be worked out according to light scales, and it takes experts in each line to determine the various problems which at first hand seem that home facilities can meet—but they can't if you reason logically.

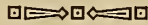
The permanent background sketch shown is intended for show window construction for stores having a high ceiling, but if the question of lighting the store through the upper part of the show window is considered necessary, build only to the rail, leaving off the upper third and using prism or clear glass panels from this point to the ceiling. For the show windows the lower base board can be narrowed or omitted—that depends on proportions needed. The two center panels can be made into doors for entrance, with removable pilasters to give entrance for large merchandise such as furniture, etc. For the ready-to-wear sections, such as gowns, lingerie, beauty parlors, etc., etc., the section can be built just as it stands, the narrow center panels offering facilities for its being made into sliding doors, with a room to each side for garments, thus making a dust proof, theft proof room, as well as fitting rooms for corsets as well as ready-to-wear, etc.

The tendency today is to eliminate the old style wall cases which have proved dust and dirt catchers, and which never did lend a pleasing optical effect. Equipment of today is a matter of detailed architecture of elegance and permanency.



Latest Creations in Drapes

Beautiful gowns and dresses made of uncut materials make pronounced impression on exclusive Fifth Avenue shoppers—Display manager's versatility in utilizing short pieces of merchandise results in big demand.



ILLUSTRATED herewith are the remaining four of the series of eight beautiful drapes recently executed by Herman Frankenthal and exhibited in the Fifth avenue windows of the B. Altman & Company store, New York City, and referred to in the December MERCHANTS RECORD AND SHOW WINDOW. The original sketches of the drapes reproduced here, together with the originals of the four shown

last month comprise the collection that has been forwarded to Paris at the request of a French designer of international prominence.

An interesting feature presented by Mr. Frankenthal, in conjunction with this exquisite showing of drapes made from uncut materials, was a series of beautiful ladies' hats made from half-yard pieces of brocaded velour, and originally intended for vest-



DRAPE NUMBER 1.



DRAPE NUMBER 2.



DRAPE NUMBER 3.

ings. This clever use of short pieces made a decided impression and discerning Fifth avenue feminine shoppers availed themselves of the opportunity of securing these snappy creations, as well as purchasing great quantities of the $\frac{1}{2}$ yard pieces. While this idea is an old one with Mr. Frankenthal, it could become more commonly utilized by display men with big results.

The first illustration shown on this page presents a beautiful dress which is made of all-over king's blue with gold pearls. The drapery starts from the waist and offers a most pleasing effect through the graceful folds on the skirt, being accomplished with but a single piece of merchandise.

Drape Number 2 shows another beautiful and popular creation made of lavender silk, retailing at \$35.00 a yard. After the plain skirt has been placed, a loose tunic starts from the waist and falls loosely down to the ankle. The waist is made of blue and



DRAPE NUMBER 4.

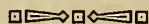
lavender tulle, both ends of the material falling gracefully down the other side of the dress in great wings like those of great butterflies. A beautiful garland of flowers completes the gown.

Another attractive dress is presented in the third illustration and shows a creation of greenish pearl all-over material. The price of this merchandise is quoted at \$85.00 per yard and is one of the most striking materials shown during the present season. The drape of the tunic shows a new effect on one side while the other side is made of deep purple and satin ribbon. An Alaska seal fur trimming with flower completes the waist.

Drape Number 4 is made of beige color brocaded silk selling at \$25.00 the yard. The beauty of this dress is presented in the side panel, which ends in a point where a silk tassel is fastened. The waist is arranged with bluet satin and a beautiful flower is employed to complete the drape.

Notes from New York

*Southern windows of unusual beauty in place after a most remarkable Christmas season—
Tendency to show white merchandise exclusively in "White Sales" gaining in
favor with Gotham artists—Saks' striking attraction—Abraham
& Straus to commemorate their 55th anniversary in
February—Altman's "employees' sale".*



By F. F. Purdy.

SOUTHERN windows were prominent features in the shopping district before and after Christmas. There will doubtless be a greater exodus to Florida this winter than ever, and the idea is that it will set in early. McCreery's had the earliest showing observed, which was put in December 15—three windows, the half of the front nearest Fifth avenue. A Southern scene, with the balcony of a Florida hotel, was finely illustrated, with accompaniments of lattice work, latticed roofs with lanterns hanging therefrom. Fancy wicker furniture pieces were used and guests at hotel were taking tea. Apparel for Southern wear was shown—dresses, skirts, hats, parasols, etc. Looking to the rear from the balcony was a beautiful Southern sky in the hand-painted background. Palm trees and flying flamingoes,—something of a novelty in window displays here—and the latter walking on the beach, added to the attractiveness of the scene. The

lattice work was covered with Spanish moss. The color scheme of the windows was blue and cream.

After Christmas, Macy, among others, came out with Southern windows, Macy using three for the showing of suitable merchandise like fancy colored sweaters, awning umbrellas, vari-colored parasols, appropriate footgear, etc., besides the gowns. Signs predominate at this writing that white will prevail quite strongly in Southern wear, and thus white was most conspicuous here. At this exhibit the veranda of a fashionable hotel was featured, with marine view for a painted background, flowering shrubs, orange blossoms, etc., being used. Wicker tables and furniture were accessories to a successful showing, where guests were taking tea and enjoying the view, incidentally displaying all kinds of raiment and auxiliaries to Southern wear. One feature giving a dash of local color was a husky porter pushing a feminine tourist along the boardwalk.



DISPLAY BY J. H. BEYER FOR MCCREERY & CO., NEW YORK CITY. WINNER OF 1ST PRIZE IN SATIN FRANCAIS CONTEST.



BACKGROUND SUGGESTION FOR WASHINGTON'S BIRTHDAY DISPLAY BY J. WALTER JOHNSON, POWERS FURN. CO., PORTLAND, ORE.

The pre-holiday business here was immense. In fact, as one display manager said, "We have to almost push them out of the building, and even during the period of restriction of light, there was no let-up in the buying enthusiasm." In most instances the display people left the windows in the usual period. Mr. Elder, at Saks', had his windows assigned to the same departments throughout, but every other day changed the merchandise to give a wider showing of the entire stock of each department. We take it that this policy was prompted somewhat in that Saks', in common with most stores, offered a higher grade and more expensive line of specialties than ever, and the windows were working on these goods overtime. There were 100 fine beaded bags shown at one time, for instance, making quite a sensation at the bargain price of \$38.50, some of them claimed to be worth \$100. But Saks' generally comes across with a striking offer a week before Christmas, and this was evidently "it." There was a jade ornament shown priced at \$900, and a bag with gold fittings at \$932, also sterling silver flasks for \$48.50. This kind of merchandise needs ample display, which it received here. Saks' had one window devoted to jewelry and fine small bags for women 365 days a year, one buyer being in charge of both departments. These goods are cleverly combined, and the chances are that this one window is the biggest "producer" in the United States. During the holiday selling period two windows were devoted to these stocks, one for each.

The Gimbel millinery salon on the third floor was transformed and transplanted to Florida right after the first of the year. The walls and interiors and tops of cases were built or decorated to represent a section of a popular southern resort. The decorations were basically Spanish mission, but modernized through coloring and various accessories. Screens, with posters were painted in modern poster style, with the Spanish stucco or sand color framing. In the center of the salon were two immense novelty circular awnings, suspended from the ceiling half way to the floor. The lamps and the furniture conformed to the rest of the furnishing. The Southern idea was also thoroughly represented in the windows.

The official orders regarding the use of lights, because of the coal miners' strike affected the night exhibits for a time, less in Brooklyn than in New York. Lights were shut off at 6 o'clock generally. In several large Manhattan stores lights were entirely discontinued in cases and windows but the general feeling was that this was only a temporary inconvenience, and that the restriction of the use of electric light would not be long enforced, which proved to be the case.

After the southern windows the program here, as usual, is the white sale, which will be in full force all over right after New Year's. One display manager remarks that he believes in white merchandise with a white sale, and he will only feature same, with not even the flesh colored lingerie that is often



PALM BEACH WEAR DISPLAY BY CARL GOETTMANN FOR JOSEPH HORNE COMPANY, PITTSBURGH, PA.

seen in connection. "Everything white should go in a white sale," said he, "down to collars and corsets, and if there was a possible big sale for even white linoleum I would have it in."

New Front for Oppenheim, Collins & Co.

Mr. Benjamin, in charge of Oppenheim, Collins & Co.'s windows, says that when conditions are ripe for it soon, the 34th street front will be changed and a duplicate of the Pittsburg store front installed, where Ralph Armstrong looks after the windows. This front has a walnut back, with steel cut mirrors, and a double row of lighting after a design of this house, which we are assured must be seen to be appreciated. The adjoining store to the Newark establishment will be taken over when the lease expires in a year. In the meantime a new shoe department has been installed. Mr. Kenny, in charge of the windows of the Brooklyn store, has been at Lakewood, N. J., since the latter part of November. It is understood that he is seriously ill and that his recovery is doubtful. We have referred previously to his valiant service during the war, which left its marks upon him. He has the best wishes of many friends.

The cup awarded for the best windows put in by display managers hereabouts during National Blouse week was shown in the McCreery windows during mid-December, John Beyer, display manager for this house, having captured this trophy for

the fine windows we described in a recent issue. The verdict here is that he deserved the prize. Mr. Beyer also received the award not long ago of the prize given by a leading silk house in a national contest for the best window featuring its product of satin Francaise silk.

The many friends of Sam. Gumbinner, the wax figure artist, will regret to learn of the recent accident in which he was hit by an automobile. He was badly hurt and is now in St. Luke's hospital. It is understood that it will take him a long time to get about again.

The old Grand Opera House in Brooklyn is razed and the addition to the Namm store rising. This will give the store a full block on Livingston street from Hoyt street to Elm place, and a far larger frontage on Hoyt. There is no change in the Fulton street front, however, but some day that may come. The completion of the additions will give display manager DeVausney many more windows to look after. He has done wonders with the narrow Fulton street front, with the aid of the long arcade window, and the other windows at each side. All Brooklyn remembers the weekly change of the arcade, with striking military, naval and patriotic windows, where the glass often had to be removed to let in the cannon, the ship models, and huge figures that held the gaping crowds. Right after Christmas he put in a window here illustrating the reclamation of property by the divers. He showed

a quantity of the salvage from the Pewabic, sunk in one of the Great Lakes in 1865. By a clever scheme a distinct idea was given of the bottom of the water where the work of reclamation was done.

Anniversary Sale for Abraham & Straus

On February 1 Abraham & Straus will begin a month of sales in commemoration of their 55th anniversary, when the store buyers will present some strong values. Mr. Katz, the well-known display manager, who is running Mr. Frankenthal a close race as dean of the profession in length of term at one post, has hardly "changed a hair" in his physiognomy in many years, and maintains that clever combination of the artistic and the commercial in his windows that have always given the A. & S. fronts their high repute. He will doubtless give a good account of himself during this 55th anniversary sale. A pre-holiday window of his finely featured Batik boudoir gowns and boudoir jackets, with ornaments, vases, etc., harmonizing with the subtle Batik hues.

Mr. Waldron, display manager of the Loeser Brooklyn store, was a long time recovering his health, and his illness left him deaf. There were hopes held out, however, and now we are told that his hearing is returning in one ear. He is looking very well, has a fine staff of assistants, and is putting up classy windows that maintain all the old

Loeser traditions, which he established. The New York display managers will hardly dispute the assertion that the A. & S. and Loeser windows are not exceeded in beauty and attraction by any in New York.

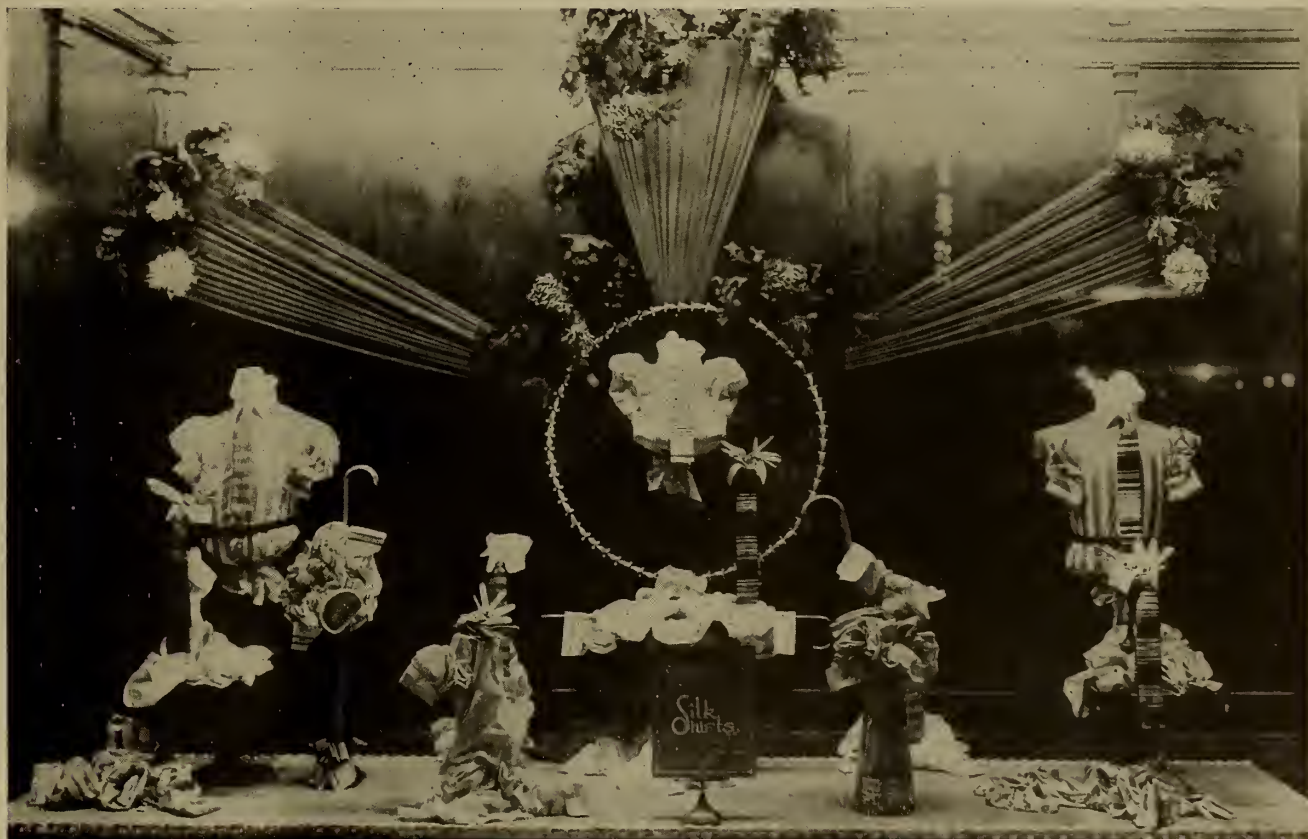
The employees of B. Altman & Co. are favored in many ways in securing necessities at low prices. In the places in the establishment where they congregate notices are frequently or regularly posted of special sales on the 8th and 11th floors, where offerings of special closeouts are made entirely for the employees, which are quickly cleared away, as they are always unusually attractive values. The announcement of these weekly schedules of sales is part of the company's bulletin to employees, which recently contained a little treatise on "Pulling Together" which we note here as a gem for putting in front of any set of employees anywhere. Read it:

Pulling Together

The rising tide floats all the boats. That is as true in business as it is on the seashore. Those who do not appreciate that all go up or down together miss the greatest truth in business.

Those who see and act upon the fact that more business and better business each day and each year means better opportunities for each one of us in the business—in other words, those who pull together—not only get ahead faster, but they get from their daily work, daily satisfaction.

Without that daily satisfaction in your work, no amount of money can make you happy. And you cannot have that daily



SILK SHIRT DISPLAY BY OSCAR HAGEN FOR NUGENT'S DRY GOODS CO., ST. LOUIS, MO.

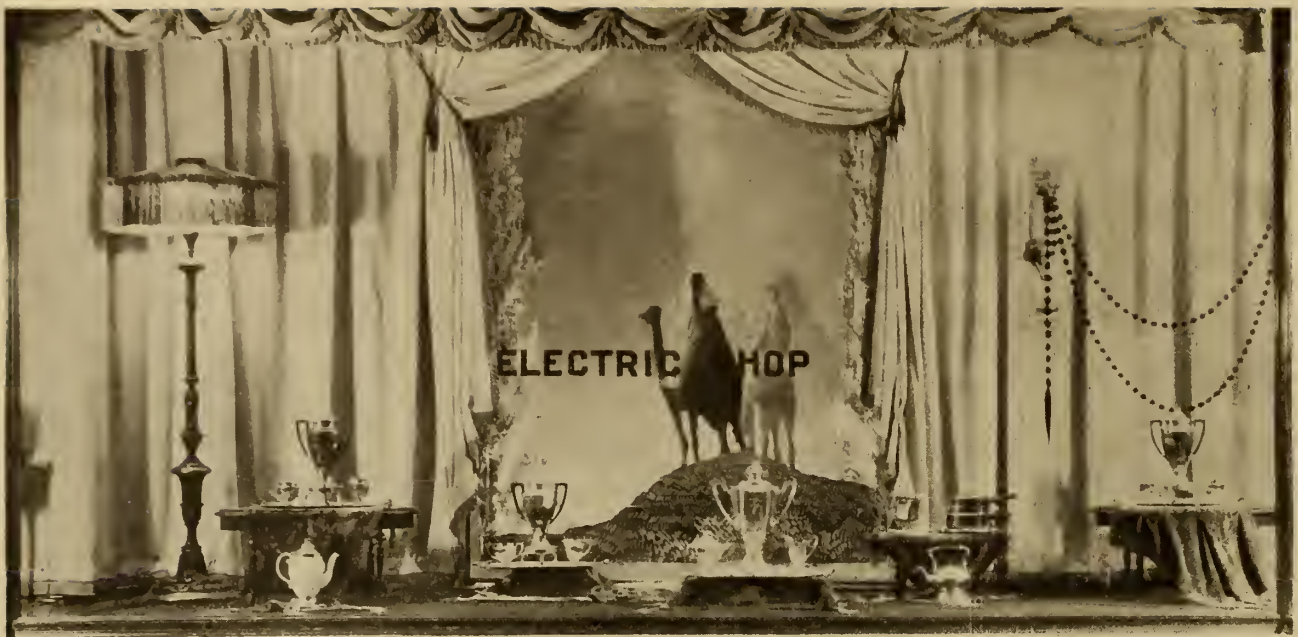


PLATE No. 1065. DISPLAY BY ROBERT O. JOHNSON FOR COMMONWEALTH EDISON CO., CHICAGO, ILL.

This unusually artistic and attractive display of electric utilities was arranged by Mr. Johnson for the Christmas showing and proved one of the most popular displays ever placed for this big organization. The large background drape was a brownish tinted grey velour caught

up at either side of center with deep red tassels. The floor was made of composition blocks painted black. The camels were set back of a plate glass at rear of the window. The plateaus were of Circassian walnut and Christmas wreaths hung from the wall candle sticks.

satisfaction unless you earn it by helping your fellow employees.

In other words, you cannot rise by holding some one else down. You can rise by helping others up. Keep the tide rising.

A novel feature of a recent window of Mr. Ros-siter, at Macy's, featuring furniture novelties for gifts was the presence of two feminine shoppers in the form of wax figures, fully clad in hats and furs for outdoors, who were walking about through the exhibit, making selections. A novel attraction at holiday time, which we mention because of its utility at any time, was the hanging in rear of the store, high above the main aisle, of a wide piece of net running from pillar to pillar. On it were woven the scenes of a child rising up in bed to look at the Christmas tree, while Christmas angels were flying about. But this scene would have been mediocre without the use of the diamond dust which was sprinkled liberally on all the objects shown by which they all scintillated in a way to attract unusual attention. Doubtless this was woven on one of the big lace curtain machines, on which can be produced many another scene which would be of material assistance to display managers, and vitalized by the use of objects woven into the net of diamond dust.

The great stock and assortment of handkerchiefs at Macy's was featured at the same time by a window in the center of which was a maiden whose dress was composed of dainty blue-bordered handkerchiefs. In the rear was a solid background of same. A handkerchief row hung from side to side from ceiling in center, and there was a valance and

side handkerchief drapes at front like the setting of a stage, from which the handkerchief girl in center was the cynosure of many eyes.

Mr. Tormey, at Best & Co.'s, had a fine working toy window, or double window, 30 feet wide. Starting from left was a doll house fitted with furniture, all made at Best's. In center was a special platform bearing mountains, valleys and rivers and a little railway station, around the whole running the toy railway on a double track. A wind mill and Ferris wheel added to the attraction of the scene.

Santa Claus was on the job in most stores, but as far as noticed, display manager Herman Dulz, at Bloomingdale's, was the only one who had his benevolent working and making money for the house. Mr. Dulz had thousands of 25 cent Christmas packages, and multitudes of customers went up to Santa Claus to buy one. Not a bad idea for putting in your note book for next year.

The trade hereabouts came out well in getting the auxiliaries they needed for their displays from the fixture people. The manufacturers seem to have caught up with their work very nicely now and to be in position to take care of orders more promptly than for some time.

The department store of A. Holthausen, which is a mammoth one for a suburb the size of Union Hill, is being enlarged by taking in a material addition on the same block, which will add largely to the window space to be cared for by display manager F. Johansen, who has attained wide repute by some of his fine window displays, especially those which took prizes in the I. A. D. M. contests.

January Cover Design

THE window setting suggestion in full color on the front cover of this issue presents a most comprehensive idea of an unusually attractive decorative background to be used in conjunction with merchandise displays. It is designed and executed by an artist of national prominence and whose work has been published in *MERCHANTS RECORD AND SHOW WINDOW* on many previous occasions.

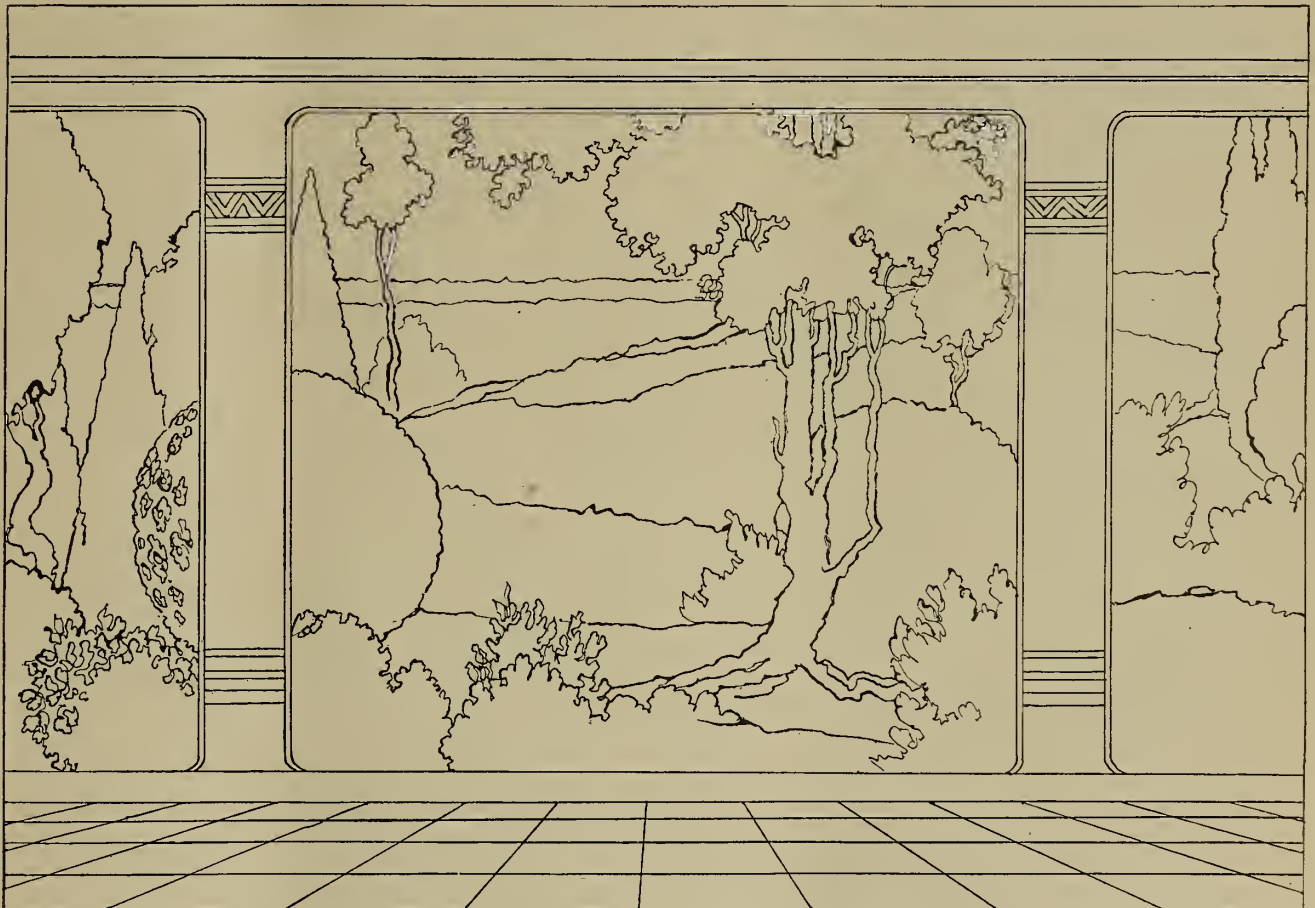
As a special setting to be used in an alternating manner in a series of windows it will undoubtedly be most practical and pleasing in effect. The woodwork of the general frame and the frames surrounding the smaller panels is made of $\frac{3}{4}$ -inch material, and this woodwork forms the cornice, which is in turn supported by pilasters. The pilasters rest on a base of lumber about four inches high. The base is constructed in a manner that gives it a twelve-inch projection from back to front of the window.

The decorative paintings, unusually beautiful in effect, are inspired from old tapestries, but are not copies of them. The soft tones and colors used in these painted tapestries are wonderful, inasmuch as they do not in the least conflict with the articles

of merchandise on display, but, as it will be noticed, maintain those qualities that have decided tendencies to enhance the attractiveness of the complete exhibit. Paintings of this kind are extremely valuable in a permanent way, and can readily be used in many places about the store after they have served the purpose of making the show windows attractive.

The floor to be used in conjunction with this display could easily be made attractive in several combinations, but the scheme presented in the design on the cover, in which composition board blocks of dark blue and yellow as used is most pleasing and practical. The pilasters offer possibilities for further decorations in which carved wood or papier-mache ornaments could be used.

Like practically all window setting suggestions offered through *Merchants Record and Show Window* cover designs this month's design offers practical advantages for a variety of treatments. It may be readily noted by display men that a most pleasing effect is possible here by the employment of composition board cut-outs used in conjunction with scenic work.



MERCHANTS RECORD and SHOW WINDOW

*An Illustrated Monthly Journal for Merchants,
Display Managers and Advertising Men*

COMBINING

"Harmon's Journal of Window Dressing"	- -	Established 1893
"The Show Window"	- - - -	Established 1897
"The Window Trimmer and Retail Merchants Advertiser"	- - - -	Established 1903
"Merchant and Decorator"	- - - -	Established 1905

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OFFICIAL ORGAN
International Association of Display Men
Kansas Association of Display Men

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****Contributors of photographs should obtain duplicate prints if desired for their own use, as photographs entered in contest cannot be returned.**

****When ordering change of address, subscribers should give both OLD AND NEW ADDRESSES to insure proper recording on our mailing list.**

****Copy for advertisements should be in the publisher's hands not later than 20th of preceding month to insure position in current number.**

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January, 1920

At Your Service

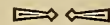
HUNDREDS of letters were received by the editor during the closing months of the old year disclosing expressions of appreciation for the many benefits afforded through the 1919 issues of MERCHANTS RECORD AND SHOW WINDOW, and at the same time extending hearty wishes for the continued success of this publication.

It is indeed important to have first hand testimony of the value and importance of any effort, and while expressions of this nature have continually reached this office since the establishment of MERCHANTS RECORD AND SHOW WINDOW more than twenty-five years ago, the great development and progress of more recent years, during which time it has become indispensable to merchant and display man is the cause of greater pride of the editor and publishers of the MERCHANTS RECORD AND SHOW WINDOW. To be informed by hundreds of the country's leading merchants and display men of inter-

national prominence of the remarkable accomplishments of the publication, is most gratifying to those responsible for MERCHANTS RECORD AND SHOW WINDOW, yet does not in any way infer that they are entirely satisfied with its progress so long as there exists possible avenues through which more influence may be exercised to the advantage of its thousands of readers.

The high standard of the subject matter in MERCHANTS RECORD AND SHOW WINDOW will be maintained, and it is planned to offer many new features during the year of 1920. The best display artists in the world will continue to contribute photographs and articles, and merchandising experts in every branch of retail business will prepare special features, all of which will make the pages of this journal even more inspiring and helpful than they have been in the past. Special efforts will be directed to the further development of the department devoted to Modern Store Outfitting and which during the year just passed manifested its value in a great degree with merchants and manufacturers of store equipment. Regular features in this department concern themselves with such vital subjects as, selection of equipment for retail stores, department arrangement, cabinet and show case selection and arrangement, store and window lighting, electric signs, delivery systems, how to keep stock and many equally important problems.

MERCHANTS RECORD AND SHOW WINDOW readers deserve the best that can be obtained and the editor guarantees for them during the year, the work and thoughts of the world's greatest merchandising experts and window display authorities.



Daylight Competing Lamp Perfected

MERCHANTS and display men will be interested in the announcement that comes from London to the effect that a light which far surpasses any existing arrangement of artificial light, and is the closest approximation to actual daylight ever accomplished, has been perfected in London.

The apparatus consists of a high power electric light bulb, fitted with a cup shaped opaque reflector, the silvered inner side of which reflects the light against a parasol shaped screen placed above the light. The screen is lined with small patches of different colors, arranged according to a formula devised and worked out empirically by the inventor. The light thrown down from the screen is said to show colors almost as well as in full daylight. Under the new lamp yellows are exceedingly distinct, indigo blue shows in its true value, likewise the cobalts, while the violets lose the reddish shade which they display in electric light.

Our Monthly Prize Contest

MERCHANTS RECORD AND SHOW WINDOW awards a beautifully engrossed Diploma of Award each month for the best photographs submitted. Any display man is eligible to enter photographs in this competition. Awards for 1919 have been made as follows:

C. A. F. Smith, Grand Rapids, Mich.
Thos. F. Condon, Pensacola, Fla.
Harry W. Hoile, Johnstown, Pa.
Chas. T. Boyd, Seattle, Wash.
Carl Goettmann, Pittsburgh, Pa.
J. H. Wood, Paris, Texas
C. M. Shridder, Zanesville, Ohio
E. J. Short, Rochester, N. Y.
William G. Bill, New York, N. Y.
Henry Sherrod, Lincoln, Nebraska.
W. J. Moorish, Moose Jaw, Canada
Sam H. Brewer, San Angelo, Texas

Note: It should be understood that prize winning pictures are not published the same month in which the prize is awarded. This would be impracticable, owing to the fact that the displays would seldom be seasonable. For example, the prize winning photograph for December would probably be of some holiday display, as practically all of the photographs received during December are of that class. The winner would be announced in the January issue. This would be too late to print a holiday display, as the ideas contained in it could not be made use of for nearly a year. We therefore hold prize winning pictures until they are seasonable. The same is true of all other photographs we receive.



HARRY GORDON SELFRIDGE, former Chicago merchant, and founder of the great Selfridge department store, London, England, has inaugurated a novel feature in connection with his business by offering for sale through the Selfridge Department Store, attractive homes at a most reasonable price.



Order Spring Equipment Now

THERE is in the United States more money today than ever existed before in any country. Wages have gone up to a level heretofore undreamed of. Everyone who wants to work has a job and employers are crying for more help. Everyone has money and everyone is spending it as never before.

All this means that the retailer has before him the greatest selling opportunity the world has ever known. Without doubt the coming season will eclipse any spring business we have ever known and most merchants are making big preparations to make the most of their opportunities.

Even now a vast amount of improvements are

under way. New stores are being built; old ones are being remodeled; old fronts are being converted into modern ones and orders for fixtures and other equipment are pouring in at such a rate that factories are pushed to their fullest capacity to turn out the work.

Any merchant who expects to get new fixtures or other equipment for the spring season had better get his order in with as little delay as possible. Orders in most lines placed now are sure to be filled on time but every week's delay will lessen the chance of getting the goods and last-minute orders in all probability cannot be filled.

Hundreds of merchants and display men were disappointed last fall and Christmas in getting fixtures and other supplies. The same thing will happen to those who delay their orders for goods needed for spring.

Send in your order now and insure against disappointment.

Our Service Department

With the view of assisting our readers we will be pleased to furnish information as to fixtures, decorations and all kinds of store equipment.

The following list of subjects is printed as a help in asking for information. Check the subjects in which you are interested and send us the form. We will see that you receive catalogs and all available data.

Service Department,
 Merchants Record Co.:

Please send us any information you may have covering the subjects checked on the following list:

Store fronts.....	Advertising Service.....
Outside Show Cases.....	Metal Furniture.....
Show Cases.....	Shelving
Clothing Cabinets.....	Counters
Elevators	Wood Display Fixtures....
Store Seating.....	Metal Display Fixtures....
Lace Racks.....	Wax Figures.....
Rug Racks.....	Papier Mache Forms.....
Curtain Racks.....	Electric Signs.....
Backgrounds, Ornamental..	Store Lighting.....
Backgrounds, Hardwood...	Show Case Lighting.....
Cash Carriers.....	Artificial Flowers.....
Package Carriers.....	Valances
Cash Registers.....	Soda Fountains.....
Delivery Wagons.....	Store Ladders.....
Delivery Trucks.....	Air Brushes
Advertising Illustrations...	Store Designing.....
Write in names of subjects not listed.....	

.....
 We expect to build (.....) Remodel (.....)
 Date

Name

Address

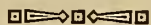
.....
 Dimensions of Store.....

Cut out and mail to Service Department, Merchants Record Co., 431 S. Dearborn St., Chicago.



A Year of Big Business

Prosperity of past year to be as great if not greater in 1920, according to leading retailers Many problems must be confronted and overcome before country's stability and prosperous condition is assured—Sharp advance in Spring and Summer stocks—Chicago merchant sounds warning.



THE veritable stampede of buying in all retail merchandising enterprises which characterized the year just passed, and the recklessness evidenced in the public's wild desire to spend the money, together afford one of the most interesting developments of our first year following the close of the great war. Profits of unusual proportions and more broadly distributed than in previous years have caused the most expert captains of the retail merchandising world to sit aghast in amazement, and having reviewed the developments of 1919 with its record-breaking trade transactions, find themselves facing the problems of another year with perplexity. And it is not difficult to fathom the causes for this uncertainty when we but scan the developments of the old year in which the most elaborate plans, the result of the functioning of expert brains, were swept feebly aside in the most voluminous orgy of business in the history of the world. It is no wonder that merchants, bankers and workers are in a quandry. They have just emerged from a year of unprecedented prosperity, yet a year conspicuous for its disappointments; a year in which the most skillfully prepared plans accounted, in most part, for naught, and a year in which loomed up the vital reality that industrial, mercantile and financial problems of greatest magnitude must be met and solved for the safety of the country.

The problems revealed and confronting us will undoubtedly be met with keen, sober judgment and this will banish from our immediate presence depressing images reflected in the existence of these threatening conditions.

Of the many problems manifesting themselves in various degrees of concern was our old arch enemy, H. C. of L., who seems to thrive regardless of the efforts of public spirited individuals, government boards of control, with, we had presumed, the backing of the administrative forces of our government, and despite the activities of attorney generals. Had not the country been in the fortunate ship of bounty, 1919 would not have disclosed the remarkable prosperous conditions that were experienced.

When buying by the masses reaches that condition and point as evidenced during the year just closed, even in spite of the unusually high prices of all commodities, one is lead to the belief (the intelligence of the American consumer being granted) that something is radically out of joint. That something, may be any one, or several of a number of things, but it is the humble opinion of the writer, that among the reasons for conditions insofar as they concern intensive buying under conditions calling for unprecedented prices, is the tremendous amount of money in circulation. Yet, granted that this fact has some influence on the great buying desire as evidenced in 1919, and there is absolutely no doubt of its having it, the curtailment or reduction of the circulating currency alone would not adjust conditions or materially reduce the prices on commodities.

In view of the utter failure of government agencies created to investigate and solve the momentous question of the high cost of living, we cannot look for relief from such channels—at least not at the present time—and it is a question in the mind of the writer if this problem is indeed one for governmental legislation and prosecution. Rather does it take on the form and general appearance of an economic difficulty to be solved or remedied only by the sound application of those primary principles of economics. This action when employed in conjunction with conditions of greater efficiency and increased production will do more to reduce the extreme living costs than all the legislative bodies at the command of the administration. The development to the greatest degree of our vast resources while at the same time practicing proper economy and eliminating waste will do much to pierce the bubble of H. C. of L.

You can't frighten the American Public and after economists of world-wide prominence and captains of industry from every nook and corner of our great country have told the attentive and patient American Public how to reduce the cost of living, it remains for the editors of trade journals and news-

A CORRECTION



C. A. F. Smith, Grand Prize Winner

C. A. F. SMITH Wins 1919 Grand Prize for Most Points Won at Convention of International Assn. of Display Men

In the official report of the I. A. D. M. and in a recent Koester School advertisement Mr. Whitnah of Topeka, Kansas, was credited with winning the highest number of points in the I. A. D. M. Contest.

After a careful check of all contest entries and prize winners, the new secretary, Mr. T. Guy Duey, Grand Rapids, Michigan, finds that errors had been made in listing points which resulted in the awarding of the cup to the Topeka display man, whereas the real winner of the valuable trophy should have been announced as C. A. F. Smith, display manager for Pegues-Wright Dry Goods Company, Hutchinson, Kansas. The corrected report of points now gives Mr. Smith an undisputed claim to the Grand Prize for 1919 with 230 points.

Mr. C. A. F. Smith Is a Koester Man Too

The fact that Mr. Smith with a total of 230 points and Mr. Whitnah with a total of 225 points were both Koester men is a matter of especial pride to the Koester School.

Each year has seen Koester men carry off the major portion of all honors at the yearly conventions of the I. A. D. M.

This fact is emphasized here as only one of many proofs that it pays to have Koester training. Koester training will enable you to not only win prizes, but more important still you can win that increase in your pay envelope.



Display by C. A. F. Smith While With Herpolsheimer's, Grand Rapids, Mich.

DECIDE NOW TO BE A KOESTER MAN

The longer you wait the longer you are putting off your chance to earn more money and win greater success. The trained man will always have a decided advantage over the untrained man—you can't afford to stay in the untrained class.

No matter how much experience you have had in this work, a short course at The Koester School will be of material help to you.

WINDOW DISPLAY—ADVERTISING—CARD WRITING

The above are the three studies taught by personal instruction at The Koester School. Advertising and Card writing are also taught by Correspondence. The fourteen years of experience in teaching had by The Koester School means that the courses have been tried out and developed to a point of greatest efficiency. Better plan on the earliest possible enrollment.

1920 CLASSES START JANUARY 5th

THE KOESTER SCHOOL

With which is consolidated The Economist Training School of N. Y.
314 South Franklin Street Chicago, Illinois

papers to gently inform the tolerant, lovable public that it will cost more to live in 1920 than it did in 1919. Insofar as the foregoing statement is associated with the women's clothing and men's wear articles it may be noted that sharp advances in the prices of cloaks, suits, silks, fabrics, woollens, are to be announced immediately. The advances in prices range from a thirty per cent increase to an advance of 100 per cent as evidenced in the selling figures for the spring supplies of decorated silk foulards.

The insistence of the public upon cloth made from finest wools is a large factor in the present high prices of clothing, according to William M. Wood, president of the American Woolen Company, Boston, Mass. Commenting on the conditions of the year just passed and what might be expected of prices for 1920 insofar as they concern clothing, Mr. Wood says:

"If our people would consent to wear good, substantial, durable clothes, made of coarser wools, clothing could be purchased at considerably lower prices than those which now prevail. It is generally thought that the cost of cloth is the controlling factor in the cost of clothing, but the fact is that the cloth cost is less than half the cost of the completed suit, and other factors contribute to the price of clothing quite as much as the cost of the cloth."

Despite the evident tendency for a general further increase in prices during the present year, general conditions in the merchandising and industrial worlds will likely be on a safe and sound basis, and it is pleasing to note the general optimism existing relative to the great labor unrest so decidedly manifested during the old year. Leaders in every branch of business see continued prosperity. Wages will continue high and with them will be the inevitable demand. If production is increased to the capacity American workmen are capable of extending it, much of a great problem will have been solved.

Fred Levy, president of Levy Brothers, Louisville, Kentucky, and president of the National Association of Retail Clothiers, is another figure of national importance who sees great business prospects in 1920, and in a letter to the editor of *MERCHANTS RECORD AND SHOW WINDOW* sets forth several reasons for his prediction. Mr. Levy says:

"Business during the year 1919 was big, in fact, the greatest volume was done in that year than ever before. This condition was general, according to reports that have reached me from all over the country, and there are several reasons for this condition. Generally speaking the country was prosperous and everyone was working; men were returning from overseas and were in need of clothing. These conditions meant increased business. While some trouble was experienced during the early part of the fall of 1919 in procuring the necessary merchandise, that condition has righted itself.

"I do not see any reason why business will not be as large, or larger during the year 1920. A great many people declined to buy clothing last year, preferring to wear out the old supply, but these people will all be in the market this year. Owing to that fact, and also to the fact that merchandise, as a rule, is not made up, and is not as good in quality as it has been in previous years, I hardly think it will stand up and wear as long as it formerly did—so that also will mean additional business. I am looking forward to a big year in 1920."

A warning to merchants is sounded in an interview with Albert Hoefeld, president of the company bearing his name, and operating seven men's furnishing stores in Chicago's loop.

"In looking back over the year 1919," says Mr. Hoefeld, "I find that retail business has steadily improved. There has been a constantly growing demand for the better grades of merchandise in spite of the ever increasing prices. The great masses of wage earners have all found employment at liberal wages and they have not hesitated to buy the best they could afford. It has been a year in which all merchants have made money.

"The question asked by all and answered by none is: How long will this wave of prosperity last? Prices for Spring in all lines of men's furnishings are much higher than those which prevailed during the past Fall and the prospects are that the Fall of 1920 will see an additional advance of at least the same proportion.

"In my humble opinion it seems advisable that merchants exercise considerable caution in accumulating stocks at these exorbitant prices. I believe that the time is fast approaching when prices quoted on various commodities will be so high that people cannot, or will not buy as freely as they have been doing in the past. Whenever that time arrives it will be well for the merchant to have his stocks well in hand."

Dry goods conditions are not unlike the others, excepting that the advances in the cost of materials are even greater in proportion. However, those who direct the great merchandising institutions are most optimistic concerning what the new year has in store. In discussing the trade conditions, S. C. Pirie, President of Carson, Pirie, Scott and Company, Chicago, prescribes a remedy for the high cost of living. The remedy is "Work." Mr. Pirie states that the great problem of today is due to a great extent to those who "live in ease and luxury through the benefits that came from the war."

The problems before us are many and difficult, and the concerted effort of every organization must be directed to the solving of them. The ills will be remedied through greater production, more effort, higher efficiency and the elimination of waste. The proper application of these will restore stability and bring prosperity and contentment.—J. W. F.

Spring Openings

L. Baumann & Co. salesmen are on the road to show you the Best Spring Line of Decorations ever shown.

FAIL NOT to see their line before placing your order for Spring Decorations.

OUR DESIGNS are the newest and best.

OUR DESIGNERS are the best and most progressive displaymen in the United States and Canada.

OUR COLORINGS are the best. We still have sufficient imported colors to last us one year.

OUR ORGANIZATION is complete, and we anticipate our customers' wants.

OUR STOCK of Flowers and Foliage is the largest in the world.

OUR FACTORY equipment and organization is superior to any.

We supply Marshall Field & Co., The Hub, Maurice Rothschild, etc., Chicago. Famous Barr Co., St. Louis, Harris Emery Co., Des Moines, J. L. Hudson Co., Detroit, May Co., Cleveland, McCreery Co., Pittsburgh, T. Eaton Co., Canada, Block & Kuhl, Peoria, and most all of the best stores in the United States and Canada.

We Have All the Spring Flowers in Stock

Lilac in all shades, Roses, Orchids, Apple Blossoms, Daisies, Clematis, Wisteria, Peach Blossoms, Sweet Pea, Hyacinths, Daffodils. In fact any flower and any style you want to use.

Catalog Ready
Jan. 15

L. Baumann & Co.

Leading Importers and Manufacturers
357-359 West Chicago Avenue
CHICAGO

Best Merchandise
Lowest Prices

State Street Notes

Greatest Christmas business in Chicago's history—Annual post-holiday sales now in full swing—Movement to limit style seasons discussed by big retailers—Silks and fabrics in great demand regardless of greatly increased prices—A few of the popular evening gowns—Styles indicative of the trend of Spring fashions.

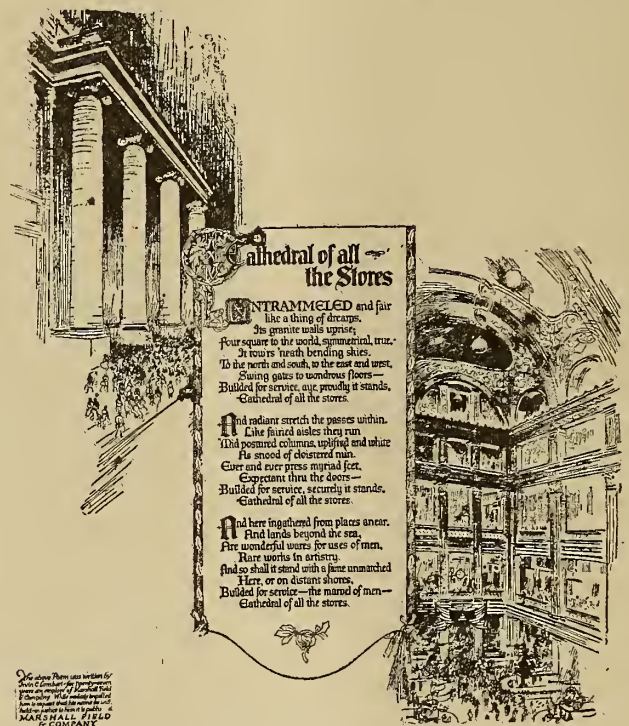
IT was the greatest gift-giving Christmas on record and State street witnessed the most intensive orgy of holiday shopping in Chicago's history. The great Christmas buying era which started immediately following Thanksgiving, only to be halted to an extent by the regulations placed in effect by the U. S. Fuel Administration during the strike of coal miners reached its tidal point during the week before Christmas and continued with ever increasing proportions until Chicago's great merchandising institutions found themselves unable to meet the demands in many lines of materials. Never before has one seen departments so devoid of merchandise as those which existed in many sections of the great stores the day previous to Christmas. Money spending was general—and it was reckless as well. To add to the already abnormal conditions help was scarce and several stores were forced to go through this unprecedented season with an insufficient number of sales persons.

Christmas Bonuses Cause

Merchants themselves expressed surprise at the volume of business and fairly marvelled at conditions which seemed to have eliminated care in buying, a business fact usually scrupulously exercised by shopper. "And they won't buy low priced goods" observed one merchant. "The people insist on expensive presents, and spend their money like water." Another big State street merchant in offering reasons for this overwhelming Christmas business stated that in addition to the general conditions existing by which everyone seems to have money, he believed that the purchasing of such expensive gifts resulted from the action of hundreds of businesses and industries in declaring bonuses to employes, ranging from 10% to 25% of their annual salary. Be that as it may—Christmas is over, and it was the greatest in the nation's history. We sincerely hope that the thousands of clerks that bore the brunt of the orgy have by this date had ample opportunity for respite.

Christmas over, the newspapers carried great advertisements announcing the Clearance Sales, and several of the stores set immediately to work in prepara-

tion for the great White Sales, an annual feature event during the month of January. It was noticed that this occasion was not observed in 1919 to the extent of previous seasons, but indications augur for a greater

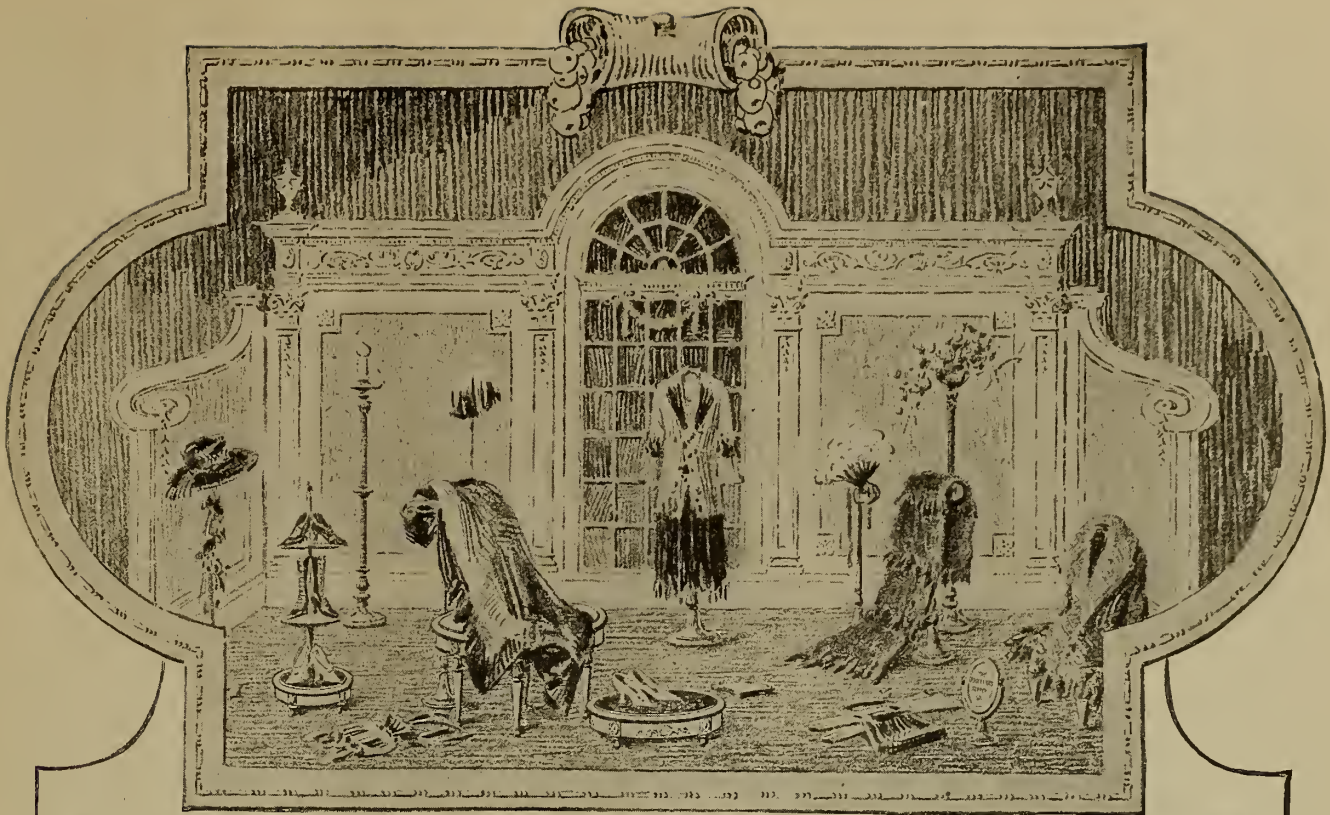


SPECIAL ADVERTISING FEATURE BY MARSHALL FIELD & COMPANY, CHICAGO, ILL.

VERSES BY IRVIN C. LAMBERT AND PUBLISHED IN CHICAGO DAILY PAPERS EACH YEAR ON THE DAY FOLLOWING CHRISTMAS.

effort along this line than ever before during the present month.

State street department stores and specialty shops are showing a variety of beautiful suits and dresses indicative of the fashion trend indicated for the advancing Spring wear. The early showings will be in full sway as soon as the clearance sales are concluded. The suits in evidence at present have much of the effect of sports wear though the bright flashy features usually associated with the latter are conspicuously absent. The skirts are straight and plain, a little shorter than heretofore, and a trifle wider. There is very little



THE DECORATORS SUPPLY COMPANY

FIXTURES for Window Displays have proved the best means of keeping the public informed on the distinct class of merchandise you sell. Harmonizing color effects with our Colonial Fixtures appeal especially in displays showing women's wear — they discriminate.

YOU WANT PROFITS

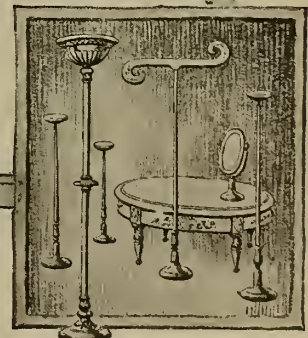
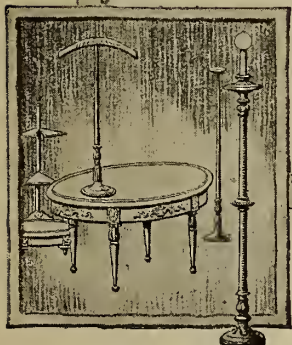
Help build prosperity in your community and incidentally AID in building up your profits by using our fixtures in your next Window Display.

Catalogue D. is free and, in addition to illustrating fixtures, backgrounds and other decorations, shows many interesting ideas for the display of merchandise. The largest factory of the kind in the world invites your inspection.

THE DECORATORS SUPPLY CO.

ARCHER AVENUE AND LEO STREET
CHICAGO, U. S. A.

The fixtures shown — a
pleasing adaptation of
Colonial Design



trimming. This fullness of the skirt seems to be quite general and the coats follow the same general style with straight lines and loose about the hip.

The volume of early business in silks and fabrics for Spring and Summer wear is unusually heavy for this early date and judging from the great demand as evidenced in advance orders, the silk situation is likely to be little better than that which existed a year ago. Not because the silk manufacturers are not producing more finished products than they did in 1918-19 but because of the general increase in demand on the part of the public for these materials. Taffeta and light weight silks are greatly evidencing their advantages in the early spring showings while chenille and worsted are prominent. Georgette holds its popularity as usual, and foulards, one of the most popular creations of the past season seems to show a tendency to be in even greater demand next season. Decorated foulards with stripes predominating, in various colors, are popular.

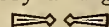
And the great general demand for suits and fabrics of quality and style, is in spite of the announcement that these materials will cost more in 1920 than ever before. According to the report of the National Cloak Suit and Skirt Manufacturers' Association, a still further advance in prices will undoubtedly manifest itself before the season is brought to a close. The advances on a few materials already listed show standard serges 40 percent higher than in 1919; tricotines have added 30 percent, poplins 30 percent, tweeds 40 percent, and standard printed silk foulard has jumped 100 percent. What the public will be expected to pay may be fairly accurately estimated from the above advances.

The plan to limit style changes suggested through the National Association of Retailers has failed to arouse any great comment among merchants, they evidencing, however, the desire to be of assistance in combatting the much discussed H. C. of L. Major A. A. Sprague, of Chicago, is given credit for this new idea which would limit the style seasons to three in number, Spring, Summer and Winter. With the adoption of proposed changes the regular style seasons, Winter and Mid-Winter would be abolished, as would also the subdivisions of these known as early Fall, late Fall and early Spring.

The windows and departments of the better Chicago stores have been and are at present presenting a variety of stunning evening and party togs. A most attractive and pleasing gown presents a creation of black satin with a cascade of gold brocade all over. Another presents a new over-material of terra cotta brocade. The skirt is draped and bands of jet extend from the girdle. Another popular and pleasing gown is a dress of black satin, skirt supported by a bodice of deep cream lace worked in a design of beads. The sleeves of this gown are long and wide, and often edged with narrow bands of ermine.

Black velvet seems to be practically in a class by itself for winter occasions but brown in the same material has enlisted many supporters. A beautiful brown velvet recently shown in Marshall Field & Company's window was trimmed with rich fur with a long silk fringe of black making a pleasing contrast with the black. The turban was of black tulle with mushroom tucking almost covered with rare black ostrich. Another model showed an interesting evening cloak of velvet brown worn over a sequin gown. Satin was placed in large ovals, and semi-ovals across the sleeves and the back. It was lined with satin and trimmed with a border of fur. Another creation was a dancing gown with bodice of satin folds with lace all-over. The skirt was gathered with a sash of black velvet ribbon and gracefully draped in loops from the waist line.

Another new specialty shop was opened in Chicago's loop just previous to Christmas when the Rainbow Waist Shop Company announced its readiness for business in one of the main floor spaces of the Marquette Building, Adams and Dearborn streets. The entrance to the new shop is on Adams street. The store is handsomely equipped with the latest in fixtures and the display windows are beautiful in a finish of ivory and gold.



Winners in Satin Francais Contest

JOHN H. BEYER captured the capital prize of \$150 in the big Satin-Francais window display contest recently closed. Mr. Beyer directs the display department for James McCreery & Company, New York City. Tulsa, Okla., had the distinction of being the only city, excepting New York, where two prizes were awarded. O. E. Wheete, display manager for Halliburton-Abbott Company was winner of a third prize of \$50.00, and a fifth prize was awarded to Vandever Dry Goods Company, Tulsa. A complete list of awards follows:

First prize—\$150. James McCreery & Co., New York.

Second prize—\$100 each.

Lippman Wolfe & Co., Portland, Ore.

C. F. Hovey & Co., Boston, Mass.

Frederick Loeser & Co., Brooklyn, N. Y.

Third prize—\$50 each.

Denver Dry Goods Co., Denver, Colo.

Halliburton-Abbott Co., Tulsa, Okla.

Fourth prize—\$25 each.

J. W. Thomas & Co., Minneapolis, Minn.

Rorabaugh Dry Goods Co., Wichita, Kan.

Chamberlain-Johnson Dubose Co., Atlanta, Ga.

Bush & Bull Co., Easton, Pa.

Fifth prize—\$10 each.

Flint & Kent, Buffalo, N. Y.

John Taylor D. G. Co., Kansas City, Mo.

Vandever D. G. Co., Tulsa, Okla.

Gimbel Bros., New York City.

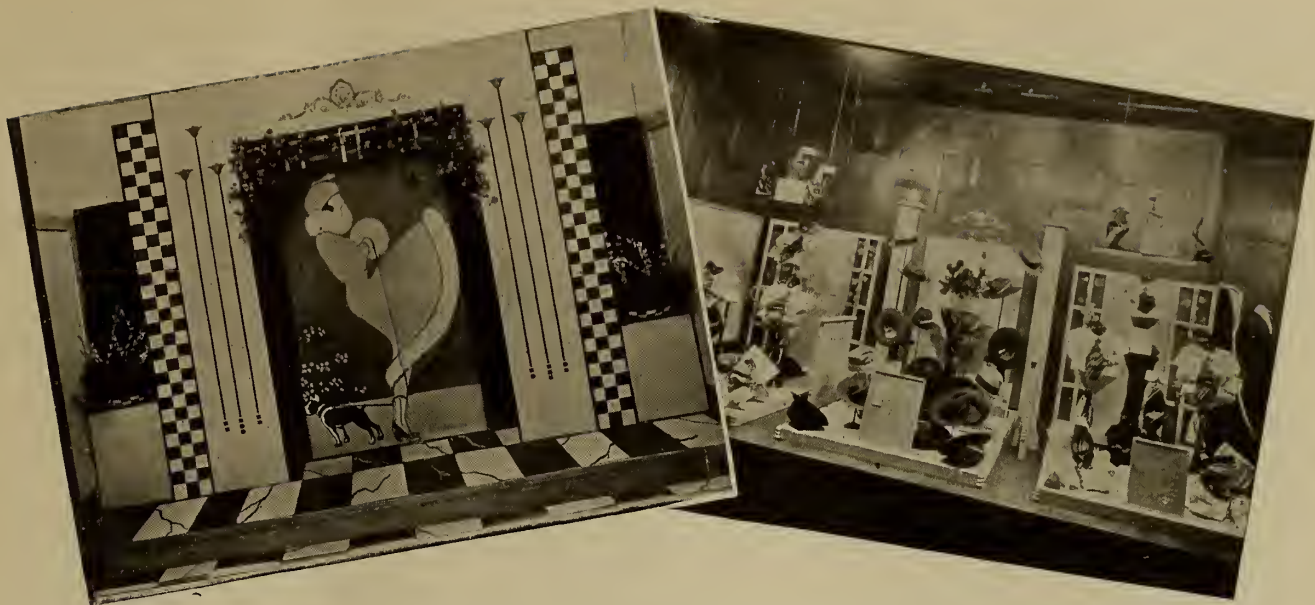
Keith-O'Brien Co., Salt Lake City, Utah.

Robinson D. G. Co., Battle Creek, Mich.

Rankin D. G. Co., Santa Ana, Cal.

C. W. Klemm, Inc., Bloomington, Ill.

Frank E. Stutson Co., Washington Court House, Ohio.



For the New Year, 1920

Use

EZY-BILT

A prominent displayman says: "Used Ezy-Bilt window board in my holiday displays for the first time. One of my 1920 resolutions is that I shall use Ezy-Bilt window board throughout the year. I have tried other boards, but Ezy-Bilt beats them all in every respect."

EZY-BILT requires no frame work, no expensive carpentering. Does not warp, bend, buckle or sag. Cuts with a knife. Unlimited as to its possibilities.

EZY-BILT window board is the cham-

pion window board used by all of the champion displaymen. EZY-BILT is particularly adaptable at this time for making cut-outs of every description, including backgrounds, figures, relief ornaments, etc.

HUNT-CRAWFORD CO., Coshocton, Ohio

Special Introductory Offer

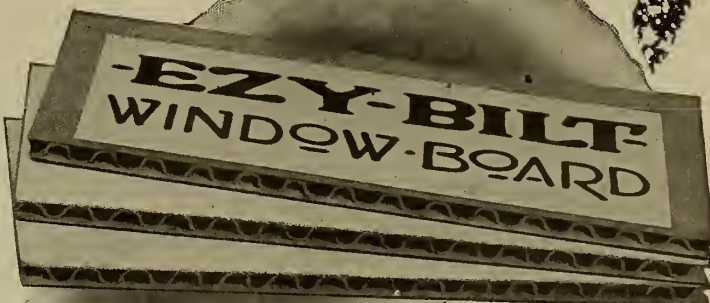
This offer is for our two new sizes as follows:

14 Sheets, Size 36x48 in.,

\$5.00

11 Sheets, size
36x40.....\$5.00

Order one of
these packages
today and give
EZY-BILT a
trial.



How to Make Show Cards

Practical instructions covering the fundamental principles of the department store card writer's work with suggestions from experienced show card men as to the best methods and tools to use.



Conducted by G. Wallace Hess

This department is a regular feature of Merchants Record and Show Window. All of our readers are invited to submit as many questions as they like. Inquiries received prior to the twentieth of each month will be answered in the following issue.

PEN lettering is a bugbear to many beginners, also many old-timers. First, to do good pen lettering one needs the right kind of card-board and this, as at first might be supposed, does not mean a high-priced board. On the contrary, it means a medium or low-priced board. I am speaking now of pen lettering for card signs—not pen lettering for reproduction or design.

*First Showing
Spring Millinery*

First, you must get a single-coated board. The coating on a card-board is flowed on like kalsomine and the sheet then goes between hot rollers. Several coatings may be put on, which makes a more expensive board and a fine material for process printing, but poor for pen lettering.

Gloves for Easter

Out of all the pens on the market, used by card-writers, there is only one that cannot be improved greatly; that's the music pen. Those of you who have used it know it is the only pen to flow opaque colors without being roundly cussed. This is due to the great flexibility which permits the color to

work down the slit, or to the three points and two slits in some pens. Give us, say, a Number One text pen with two slits instead of one and we'll flow opaque color readily.

Many reproductions of work done by the so-called speed-ball pen where the appearance of the lettering is white on black board, are misleading. The plates are made by the reverse etching process. If you harbor the idea that you can flow opaque white or colors on large speed-ball pens you had better forget it—use a fluid ink.

There is a half-concerted movement in this

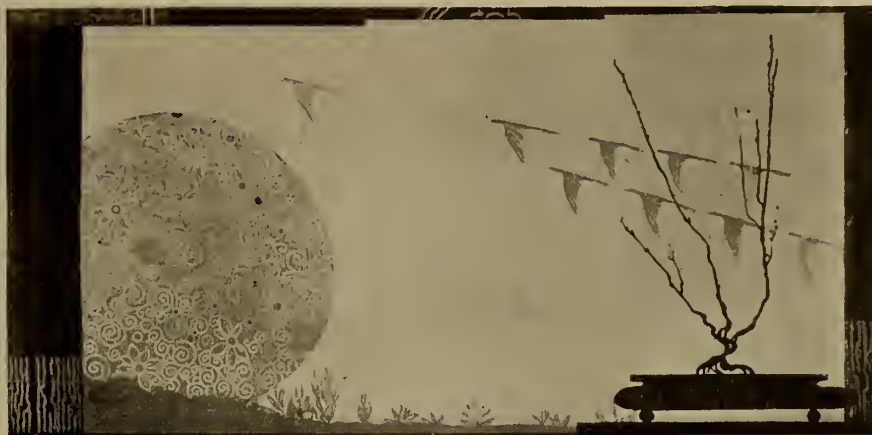
Pre-inventory Sales
in which you will find rare
values for these days

country to change our measuring system from the yard to the metric. It will be a vast improvement if we do this, and one can readily see that if brushes or pens were graded according to metric measurement, a pen or brush ferrule, one, two, or three millimeters in diameter, we will not find a Number Eight brush as big as some twelves and some twelves as big as some eights.

In the plate showing lower case speedball letters I have arranged a systematic succession of strokes and curves which if followed carefully will bring every stroke and curve into play—first to the right, then left, or vice versa.

In the top line you will see two o's with a dash thru them. You can begin at either place, that is, either to the right or left of an imaginary

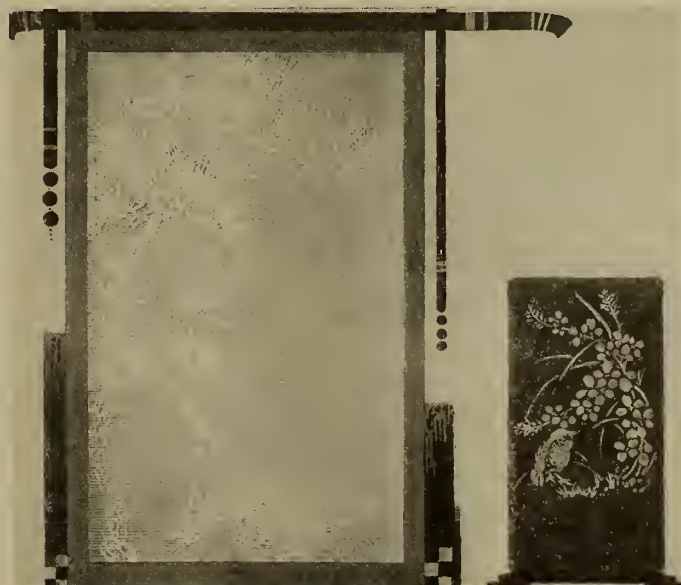
Standardized Backgrounds for Your Show Windows



This Standardized Background, subject, "When the birds are flying north," is very beautiful and wonderfully practical for use in making up your Spring Opening windows. Large panel painted on heavy muslin, color turquoise sky, with birds, and foreground in soft pink and yellow Spring flowers. Top strip, base, and drape effect at ends painted on reinforced wall board. Size 9 ft. high by 12 ft. wide. Price, net.....\$75.00

Standardized Backgrounds for your Show Windows for Spring will save time, worry and money. The study of this problem has been done and we offer you this suggestion, a very practical one, and will mail a new, loose leaf catalog full of valuable ideas, you will welcome we know, ideas that are excellent but thro' out furnished to you at a reasonable cost.

THE BODINE-SPANJER COMPANY



*Designers and Manufacturers of
Decorative Backgrounds for
Show Windows*

Phone Diversey 2585
1160 Chatham Court CHICAGO

To get to our studios, take Larrabee St. car, on Dearborn St. (down town), go north, get off at Division St. and walk 1 block west to Chatham Court.

DO NOT FAIL TO VISIT OUR SHOW ROOMS AND STUDIO WHEN IN CHICAGO.

Special setting at left is very effective in soft Spring colors, size panel 4 ft. 8 in. wide by 8 ft. high. With small decorated plaque which stands at side. Complete, each\$65.00

llll o llll o llll o llll o llll o llll o llll o
 adaqadaq: pabpabpa
 lmlmlmlm: lwlwlw lwlw
 o≡o≡o≡: o=c≡e≡e≡
 mond mona bent dealt
 helio nord cedar teal
 fehlor gorge pup queld
 vvvv w w w kz kz kz lz*

EXERCISES IN SPEED BALL LETTERING BRINGING EVERY STROKE AND CURVE INTO PLAY. ORIGINAL BY G. WALLACE HESS.

vertical line drawn thru the center. Begin wherever it seems easiest. Again some will swing a circle easier to the left, others to the right. In the eighth line notice the difference in width of stroke "K," caused by too much ink on the pen.

Some wag has said that a woman can find one hundred and sixteen uses for a common hair pin. Here's one, the other hundred and fifteen don't matter. If you use a common penholder, such as Eberhard Faber No. 1331, you will find a hole up the center of holder. If you use a speed ball pen in such a holder, you can compress the loop-end of hairpin until wires are one-sixteenth inch apart, then with pliers or file cut off wires to right length according to depth of hole in holder. Spring wires at cut ends so they close like a common wire paper clip. Compress points and insert in opening, adjusting loop end so it comes about one-eighth inch back of pen point and lays close to pen. Make sure that hairpin is not too thick.

This can be used on any pen instead of a retainer, or to great advantage on pens with the reservoir on top only, as the speed-ball.

In using speed ball or plug pens, study the card for which you intend using them. For example, if you have a card like Number Four to go in a display of dainty feminine material, don't use a great big, heavy face letter. On the contrary, Card Three shows an ideal use for plug pens. Notice the semi-poster effect in the displayed line and the seriffs on same. They lend themselves easily to this letter.

Again, notice smoothness of strokes in lower lines. This is done on single coated board, six cents a sheet. Compare with alphabet done on bristol board at forty cents a sheet. Refer to Card Four and study the utter simplicity of lettering and its readability.

Also notice cards One and Two. Such cards worked out on pale green mat board in gold, lavender and green, are pretty—or reversed on pale lavender board they can be done in gold and green and purple.

It's about as hard to discuss the merits of tools in card writing without hurting someone's feelings as it is to get Congress or the Chicago School Board to do something.



A Special Offering for SPRING This Highly Effective Background **\$35.00**

ONLY a limited number of these backgrounds can be produced which allows us to assure a guarantee delivery. Your order must be placed at once to participate in in this plan.

These decoratives are entirely constructed of wall-board and lumber seven and a half feet high, ten feet long, the coloring is done in oils of unusual spring shades, which makes them an ideal treatment for a splendid exhibit.

Don't be one of the disappointed ones. Send your order *now* and be sure of your service. Different scenes are painted when more than one set is wanted.

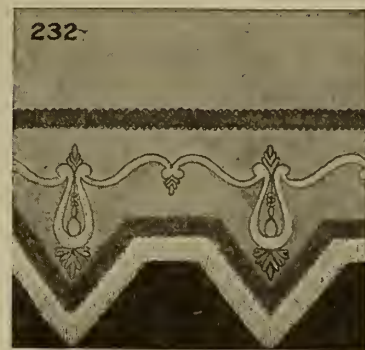
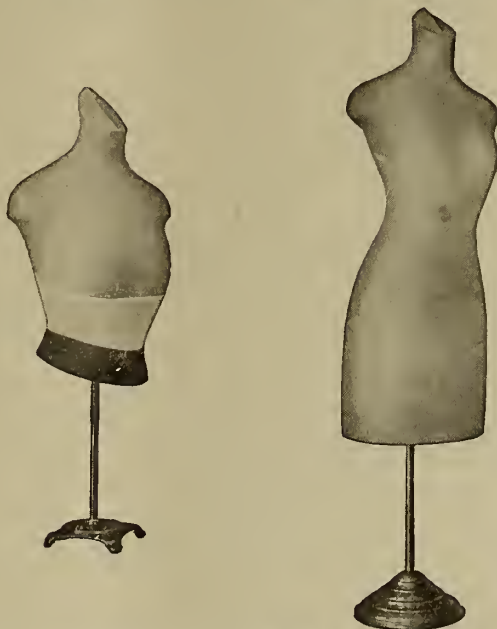
Catalogue sent only to bonafide displaymen. Request must be made by the firm.

MODERN ART STUDIOS,

431 N. Clark St., Chicago, Ill.

THE HECHT FIXTURE CO.

CHICAGO



The largest stock of Valances

Carried in stock for immediate delivery

Samples sent upon request

The Hecht Fixture Co.

Get in your orders early
for beautiful enameled forms.

Buy them in time for the coming season. Our Catalog "E" tells you all about them, as well as metal display fixtures, racks, hangers, etc.

NEW YORK SHOW ROOM
65-67 East 12th
Between Broadway and 4th Avenue

Medinah Bldg., Chicago

Wells St. and Jackson Boul.

Ornaments

For smart spring millinery

Desirable shades

*Newest effects satisfying to
discriminating tastes*

The above can be taken seriously from one who has made a study of pen lettering for a score of years, who, when he first started talking pen in these columns years ago used to be ridiculed by skilled brush men; from one who thought he brought the first plug pens (commonly called speed ball) to this country, and was threatened with suit for infringement for selling an article made in Europe for a decade before they were made here; from one

*The
Right Styles
in
Gloves.*

*Values that are
interesting.*

*Isn't it
Pretty Good
to find suits
like these at*

*\$35⁰⁰
Values to \$50⁰⁰*

who brought out the payzant, the music, the camel-back and other ball-pens. There is not a text pen made in Germany, England or here, or a speed-ball made here that cannot have their working ends improved by carefully, very carefully rubbing same on an intensely hard Arkansas oil stone, as made by Pike, for jewelers, dentists, engravers and machinists.

Compare cards Five and Six. Five, with the speed-ball, Six with a pen of my own. Notice the sameness in Five—all with the same size pen. Notice the varying widths of strokes in Six and the fine tapered ends of letters, all with the same pen. Which looks the most graceful?—and yet, referring to this pen, I told my friend, Dick Blick, at the 1912 convention, that I could make a better pen than the Payzant and sell it for a nickel.

Suggestions From C. L. Ferrell

THE following letter was received from Curtis L. Ferrell, display manager for the Davidson Company, Hattiesburg, Miss.

"I was interested in the article "Renting the Drug Store Window," published in the December MERCHANTS RECORD AND SHOW WINDOW, and believing that the following will be of interest to the men of the profession I respectfully offer it for publication:

"I have, for some time, been using two drug store windows, one extra large furniture store window and two windows of the Hattiesburg Light & Power Company. I decorate for the owners of these windows using, of course, an amount of their merchandise, but for my services, I also have the opportunity of displaying merchandise from The Davidson Company store.

"It is a very easy matter to combine the different lines, sometimes a little odd, but for instance: In a display in the Light & Power Co.'s window, I used a pretty floor lamp and a gas heater, with figure sitting in front of the heater and one standing with coat on arm as if she had just entered the room. In the drug store windows, lingerie, silk underwear, etc., with toilet goods, perfume, etc., baby wear, with talcum powder, baby toilet sets, etc., also many other lines.

"In the furniture store windows, more so than in the others, almost every line in my store can be combined with some class of furniture. One window that I had in a short time ago showed silk underwear and fine negligees in conjunction with a beautiful bed room suite in old ivory, this combination making a beautiful setting. Another was of evening dresses shown with a handsome library suite in mahogany, Adam style. In this window which is 12x30 feet, I used five wax figures. To show that it helps the furniture house too, both of these suites of furniture were sold from the window.

"I also had a "Baby Week" display in this same window a month before and from the window we sold seven baby carriages from \$35.00 to \$70.00. Does it pay? The lighting in this window is very poor and for this reason I have been unable to get a good photograph but will furnish the name of the furniture company to any one doubting this statement.

"I don't know whether any other display men have tried this method or not, but if they haven't and would like to I am confident that the results will be very satisfactory.

"Our town is 20,000 and I have displays six months of the year in these stores on four different streets and in all of them a card reading, "Display by Davidson;" and believe me; it pays. I change these windows once a week and there are always orders awaiting some of the merchandise shown, if no duplicates are in stock."

What Is Your Answer?

That our forms are the only ones actually preferred to the expensive forms, is proved by these *facts*.

The most prominent and successful chain store operators, who buy forms practically every week in the year, prefer our forms to all others.

The Adelberg Feder Stores, N. Y. Waist House, N. Y. Waist Stores, Rainbow Waist Shops, and the J. C. Penney Co. buy our forms only.

The J. C. Penney Co. is to open 100 stores this spring. They will be located in every state in the Union. We have received the orders for every form that will be used in every one of these 100 stores.



Latest style, finely enameled waist form. Square monumental bronze base **\$8.50**

We show our two largest selling items with prices to prove that we can supply the highest quality forms at a saving of 25 to 35 per cent as compared with the prices of firms that have expensive salesrooms, salesmen, officers, and other costly upkeep that must be added to the cost of their fixtures.

Send us a trial order, and we guarantee you will be as enthusiastic about our goods as others have been.

Best style dress form, finely enameled, on square monumental bronze base **\$13.50**

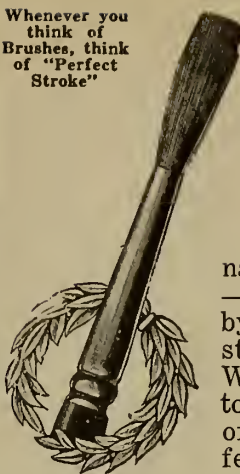
Immediate deliveries made possible by immense increase in our plant plus a profit-sharing plan with all employees.

David Sobel's Sons

Successors to

Co-operative Display Fixture Co.
143 GRAND ST. NEW YORK

Whenever you think of Brushes, think of "Perfect Stroke"



Lives Up to Its Name

A rose by any other name would smell as sweet—and a "Perfect Stroke" by any other name would still be a "Perfect Stroke." Why? Because it lives up to its name—does the kind of work that makes a man feel proud of a job. Use

"Perfect Stroke"

Brushes and Supplies

and you use the best.

New catalog ready! If you haven't your copy, write today! It's filled to overflowing with worth-while suggestions.

BERT L. DAILY

126-130 E. Third St.
Entire Fourth Floor

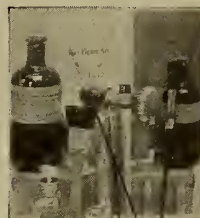
Dayton, Ohio

These Outfits are a Great Investment

These outfits will greatly reduce the cost of maintaining your wax figures and flesh enameled display forms.

USED BY LEADING STORES IN EVERY STATE

With This Outfit—You Can Clean and Retouch Your Own Wax Figures



Producing the same high class (oil finish) as executed at the factory. COMPLETE OUTFIT includes prepared materials to clean and retouch 100 figures. Full formula. Tools. Instructions.

Price for complete outfit.....\$5.00

USE NUENAMEL to clean and refinish your enamel forms the right way. With this complete outfit you can clean and refinish your flesh enamel forms, producing the same dull finish as when first purchased

SATISFACTION GUARANTEED OR YOUR MONEY BACK

No. 1 outfit will clean and refinish 100 forms \$1.75
No. 2 outfit will clean and refinish 200 forms \$2.50
No. 3 outfit will clean and refinish 300 forms \$3.50
No. 4 outfit will clean and refinish 500 forms \$5.00

NUENAMEL is made expressly to clean and refinish flesh enamel forms. No other preparation will produce the same dull flesh finish.



IT DOESN'T MATTER HOW BADLY YOUR FLESH ENAMEL FORMS CRACK, CHIP, OR PEEL OFF

They can be easily repaired with FLESH ENAMEL CEMENT and used again for display. FLESH ENAMEL CEMENT is easy to apply and dries hard to match the enamel surface. Fully Guaranteed.

Full instructions how to use with each outfit.

8 ounces net weight. Price.....\$1.25
16 ounces net weight. Price.....1.75
32 ounces net weight. Price.....2.50
48 ounces net weight. Price.....3.00

It pays to purchase in large quantities, age will not affect materials.

Eyelashes for wax figures. Correctly shaped. Ready to fit in place. 50c set, 6 sets \$2.50, 12 sets, \$4.50. Full directions with each set. Same as used by leading figure manufacturers.

New Catalogue Free

Harrisburg Wax Figure Renovating Co.

335 Crescent Street, Harrisburg, Pa.

International Association

of Display Men

First Vice-President

L. F. DITTMAR, National Cash Register Co., Dayton, Ohio.

Second Vice President

BERT CULTUS, Rhodes Bros., Tacoma, Wash.

Third Vice President

JAMES R. TREWHELLA, Best & Co., New York City.

Treasurer

L. A. ROGERS, John D. Mabley, Detroit, Mich.

President—E. DUDLEY PIERCE, Sibley, Lindsay & Curr Co., Rochester, N. Y.

Secretary—T. GUY DUEY, Wurzburg's D. G. Co., Grand Rapids, Michigan.

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A. E. HURST, Chairman, 231 W. 39th St., New York City.

Membership Committee

SAMUEL R. WEISS, Chairman, Chicago, Illinois.

Greetings From the President

UNDOUBTEDLY the greatest and most successful business era ever experienced by retail merchandising institutions throughout the country manifested itself during the year 1919. As we look back on the unprecedented developments in which every force was exerted to make 1919 a red letter year in the history of merchandising, it is impossible to overlook the tremendous power of the display departments of these stores which have felt the rewards of the greatest year of prosperity. Once again and with greater magnitude than ever before have the men of these departments brought home the true power of the show window as an advertising agent, and as a sales producer.

With the country's general prosperity and the expansion of business in every enterprise and industry, also developed to a most gratifying degree, the display man's organization, the International Association of Display Men, and it is with a deep sense of appreciation of the co-operation of the officers and members that I am able to state that the Association is larger numerically and greater in influence than at any previous time in its history. The membership list is increasing at a rapid rate and merchants everywhere are most earnestly co-operating with the organization which they are free to admit is one of the most potent factors in the success of retail enterprises. These conditions are most gratifying, and because of them the I. A. D. M. should in 1920, enjoy a more successful year than even that experienced in the year just brought to a close. Let every member of the I. A. D. M. do his share in making it the banner year.

I wish to sincerely thank the members for their co-operation of the past, and in the development and growth of the I. A. D. M. in members and in influence, I once again solicit their invaluable co-operation.

Accept, brother display men, my greetings and sincerest wishes for a most generous and successful 1920.

E. Dudley Pierce, Pres. I. A. D. M.

Dittmar Leaves N. C. R.

L. F. DITTMAR, for several years director of the display department of the National Cash Register company, Dayton, Ohio, has resigned and on January 15 will assume charge of the decorating department of Rike-Kumler store, Dayton. Mr. Dittmar's resignation will be a distinct surprise to his



LOTHAR F. DITTMAR

New Display Manager, Rike-Kumler, Dayton, Ohio.

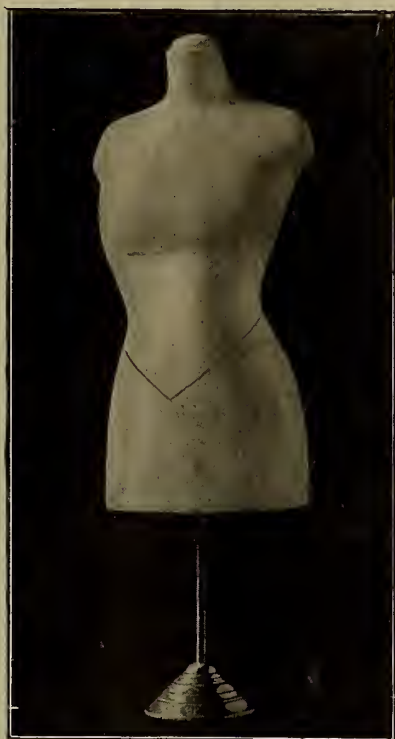
host of friends who have followed with interest his remarkable achievements for the N. C. R. Company, and who will now wish him the best of success in his new position, anticipating beforehand, still greater things in his new position with Rike-Kumler.

The services of this popular display artist have been invaluable to the International Association of Display Men, in which organization Mr. Dittmar has with distinction filled many offices, at present being first vice-president of that body, and his valuable talks and demonstrations at the annual conventions



JUST THREE GOOD THINGS

Perfect Forms That Show Perfect Styles at Sight



No. 76N/D

Neck and bust in flesh colored hard enamel.



No. 66F/W/D

Of the best papier mache. Bust with flesh colored enamel.



No. 75D/W/D

High grade papier mache. Perfect flesh tinted bust.

As nearly everybody knows, we have everything and anything to help you make your window dressing perfect. Send to us for particulars.

J. R. PALMENBERG'S SONS, Inc.

Salesrooms: 63-65 West 36th Street, New York

Boston Salesroom: 26 Kingston St.

Baltimore Salesroom: 108 W. Baltimore St.

Chicago Salesroom: 204 West Jackson Blvd.

have invariably been of most profound educational value. While he will continue to occupy a prominent place on convention programs it will be interesting to note this artist's versatility in treating display problems from an angle pertinent to the general display man's view as contrasted to the view of the manufacturer's specialist.



Another New Branch Association

W F. NORMAN, manager of the Publicity Service, Oklahoma City, Okla., and one of the most widely known men in display circles is exerting efforts toward the organization of a branch association for the Southwest and already has organized the Oklahoma City club with a membership of fifty-five. Mr. Norman hopes to perfect a great body, to be affiliated with the International Association of Display Men, and representing the big cities of Oklahoma, Arkansas and Texas.



THE Associated Display Men of St. Paul, (Minn.) met at a noon luncheon recently, and had a lively meeting, fourteen members being in attendance.



DISPLAY BY W. G. BILL FOR HECHT BROS., NEW YORK, N. Y.

This attractive display of men's silk shirts and neckwear was arranged by Mr. Bill to influence early Christmas shopping and presents a new feature in holiday trim, since it avoids the usual holly and poinsettia embellishments. The color scheme was chiefly green, with the floor blocks cut out of composition board and painted Nile green and white. The French door was given the same effect, with a drop curtain of emerald silk velour behind the cut-out.

Detroit Meeting Adjourns in Tears

Detroit, January 1, 1920

Dear display Fellers:—

Old Santa Klaus has came and went and so has happy new year been wisht and excepted, so now we'er all back to Earth agin gettin acquainted with our wives and familys and goin along as usual.

Hear in what they call dinamic Detroit all the boys worked hard to show the big bosses some reel business thru the windows and they showed them too, sure 'nough—it was noticed that most of the displays were business getters as the goods was shown in a dignified way in plentiful assortments with no red lites or circus stunts to set the crowds crazy.

We had another meetin just before Xmas and twas a dandy, Charlie brot along a "tin lizzie" picture machine that acted like a balky mule, but he showed a lot of pictchers of show windows, some made in the old cheese cloth days away back when New York was called "Goattown". He, I mean Charlie showed one that was a dandy and it was a grocery window. He tried to make me mad by callin my attenshun to about a dozen bottles of "red eye" and on the card it said \$1.00 a bottle, them sure was the good old days. Well anyway I did a lot of thinkin and some of the other fellers commenced to cry so Charlie turned out the lights to let the boys meditate and then put in a new picture. Most of the display fellers present brought along with them some picturs of their success in displayin goods and every one was good. After we all

got tired lookin at the picturs and tellin each other how good we were Charlie said, Boys, E. Dudley is comin to call on us in January and I want all you fellers to think up between now and the next meetin the best and most effective way to Sand Bag him and do it good. Charlie knows that we got a few of the best little "sandbaggers" to be found on this side of Chicago. So E. Dudley Pierce better watch out and be prepared for he'll sure get his'n. I don't know for Charlie didn't tell me but I spose he's coming to look over the next convention meetin place of the I. A. D. M. and find out whats doin—I hope he brings John Loock along cause we've got both eyes open on that bird. I am going to ask charlie to invite Mr. Foley, the editor of our official organ to drop in on us so as we can prove to him that all we say about this berg and the display fellers is alright and that he hasn't got to be afraid for printing these letters.

Next month I am going to tell you fellers about the next convention and give a advanced idea of what your goin to get for your money and believe me it will be the biggest bag of education and information that you ever heard of for the money—so save up fellers and make up your mind rite now that you'll come to the convention in Detroit next July if you have to ride the bumpers. We've made arrangements so your room will only cost you \$2 a day at Mr. Statlers Hotel and—but I'll tel you all about it next month. Happy new year.

Yours truly,

L. A.



Practical Ideas

with abundance of sincere service is our offering to interested displaymen seeking decorative treatment for display windows and store interior trimming.

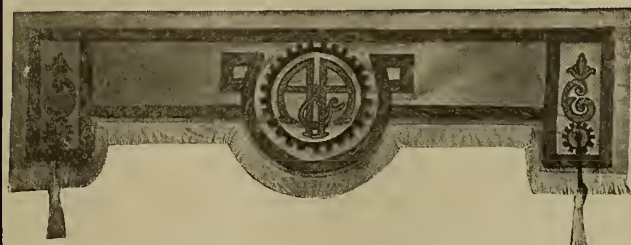
Planning should be started today for

positive delivery as our capacity is limited. Act at once. Send detail of your windows with drawing plan and measurements.

We will submit an idea for a successful Exhibit. Catalogue sent only on request of the firm.

MODERN ART STUDIOS

431 N. Clark St., Chicago, Ill.



SPRING!!

It would be well to anticipate your window needs, for the

Spring Opening

Please write for catalogue of

"KICHLER"

VALANCES

It may suggest the valance for your window requirements. Send us your trade mark, or monogram, you are using and we will gladly submit special sketches upon which we will be pleased to quote you, if you will provide us with your window measurements.

**Floor Mats
Velours**

**French Drapes
Panels**

THE L. A. KICHLER CO.

717 Lakeside Ave., N. W., Cleveland, O.

BRADFORD-CHICAGO

**You Will Never Regret
Sending a Trial Order for**

Bradlite

**THE
COLOR MATCHING
LAMP**

BRADLITE is a portable lamp complete in itself, by which colors may be accurately matched at any time of day or night. It can be instantly installed in any department and is always ready for use. BRADLITE is the latest modern refinement which added to a store's equipment creates the impression of solicitous attention to your customers' requirements. It is the newest development in modern scientific store service, and its use will place your store far ahead of your competitor's in the minds of the buying public in your city.



Placed at intervals upon the counters and show cases of such departments as require accurate matching of colors, BRADLITE will effect a wonderful saving of time, annoyance and dissatisfaction for both customers and sales people.

If BRADLITE does not do as we claim—
SEND IT BACK

I. L. BRADFORD & CO.

Store Display Fixtures—Send for Catalog
178 W. Jackson Blvd. Medinah Bldg., Chicago

Movements of Display Men

C. R. HAWLEY, formerly employed in the display profession at Winston-Salem, N. C., is now in charge of the display department for Gilmer's, Roanoke, Virginia.

F. RANK GRESHAM has resigned as display manager for Arky Brothers, Yale, Okla., and is now employed in the profession in Oklahoma City, Okla.

E. LEWELLYN is attracting much favorable attention through his clever work in the windows of the Louis Pizitz Company, Anniston, Ala.

J. H. MARSHALL, recently employed in the profession at Jamestown, N. Y., is now in charge of the window and store interior decorations for the Boston Store Company, Bradford, Pa.

H. ARRY W. HOILE, ex-president of the I. A. D. M., and until recently display manager for M. Nathan & Bro., Johnstown, Pa., is now directing the display department for Graham-Sykes, Muskogee, Okla.

H. ERBERT DANIELS, a popularly known member of the I. A. D. M., has resigned as display manager for Cairns, Saskatoon, Sask., to accept a similar post with the F. A. Dykeman & Company, St. John, N. B.

W. A. HADDEN is now directing the work of the decorating department of the M. Goldwater & Bro. store, Phoenix, Ariz. He was formerly display manager for Varney Bros. & Company, El Centro, Calif.

E. MIL S. EVENSON, formerly employed in the display profession at Minneapolis, Minn., has joined the decorating department of the MacMillan, Limited, Saskatoon, Sask., Canada.

E. L. REARDON has succeeded Charles Hunt as display manager for Pettie & Company, Oklahoma City, Okla. Mr. Reardon was recently with Hunt's, Tulsa, Okla., succeeding O. E. Wheete, resigned, as display manager.

M. PARKER ABBOTT, well known in the display profession is now in charge of the window display and store decorations for the Coffin-Farnum Company, Portland, Me.

I. STRAUS, for twelve years assistant to display manager Jack Cronan at Bamberger's, Newark, N. J., has been appointed director of the display department of a large department store at Far Rockaway, N. Y.

W. F. NORMAN, manager of the Publicity Service, Oklahoma City, Okla., was a recent visitor to the Chicago office of MERCHANTS RECORD AND SHOW WINDOW. Mr. Norman's activity in the forming of a local club of display men is reported in the I. A. D. M. department of this issue.

J. OHN P. FORSYTH, formerly with Chambers Gordon Limited, Elsternwick, Victoria, Australia, is now employed in the profession at Mildura, Victoria.

M. E. HANSHAW, recently discharged from the U. S. Service, has accepted the position as director of the display department for Threlfall Brothers, Stockton, Calif.

B. Mitchell has resigned as display manager for Messrs. Lewis Company, Manchester, England, and is now located at 127 New Street, Ashford, Kent.

A. FREDERIKSEN has resigned as display manager for The Lederer Company, Chicago, and has accepted a similar post at Mayer Livingston & Company's new store, Bloomington, Illinois.

F. RANK STEVENS, who left Loeser's, Brooklyn, N. Y., some time ago to go to Detroit under Charlie Wendel, display manager for J. L. Hudson & Co., has decided to return to his old post at the Brooklyn store.

W. GUY WARNER, recently appointed to the staff of Charles F. Wendel, display manager for J. L. Hudson & Company, Detroit, Mich., was a visitor to his home in Chicago during the holidays. Mr. Warner has in charge the display work of the Hudson men's store.

A. RTHUR W. LINDBLOM, formerly display manager for New England Furniture & Carpet Company, Minneapolis, Minn., now a director in this big company, was a recent visitor to the Chicago office of MERCHANTS RECORD AND SHOW WINDOW.

B. OYD BAKER, display manager for Levy Bros., Louisville, Ky., previous to enlistment with Uncle Sam's fighting machine, has received his discharge, and is now directing the display department of Joseph Frank & Sons, Nashville, Tenn.

C. HARLES HUNT, formerly display manager for Pettie & Company, Oklahoma City, Okla., is now in charge of the display department of the Winchester Arms Company. Mr. Hunt is located at the company headquarters at Bridgeport, Conn.

Who's Who in the Profession

W. GUY WARNER, the new assistant to Charles F. Wendel, director of the decorating department of J. L. Hudson & Company, Detroit, Michigan, began his career in the display profession at the age of 16 years, leaving school to become window boy at The Fair, Chicago. In his first position he found himself under the direction of Clarence Herr, that master who has developed many men, today recognized as ex-

Wouldn't You Like to Have

the latest ideas for WINDOW and STORE DECORATIVES, SUGGESTIONS and DESIGNS from some of the cleverest Displaymen in America, when you plan your SPRING DISPLAYS?

SCHACK'S SPRING FLOWER BOOK

will be ready for distribution about January 15th. It contains the very newest ideas for all kinds of SPRING DISPLAYS, embodying Paper Flowers, Vines, Foliage, Reed and Wickerware, Papier Mache Novelties, Patriotic Displays. In fact everything for every Display Purpose.

IT'S FREE—SEND FOR IT TODAY!

Don't Delay—The Spring Season starts earlier than usual this year, hence the early date of publication of SCHACK'S SPRING FLOWER BOOK.

Write the CATALOG DEPARTMENT for your copy, and get on our mailing list and receive one regularly.

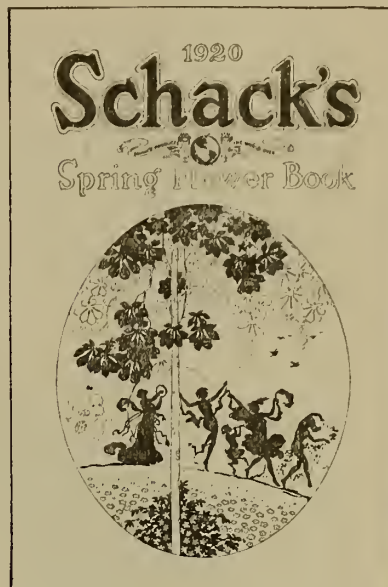
REMEMBER OUR OLD SLOGAN—ORDER EARLY

THE SCHACK ARTIFICIAL FLOWER COMPANY

1739 to 1741
Milwaukee Avenue

—CHICAGO—

Two Phones
Humboldt 304 and 4867



For HATS



No. 154

No. 153

For COLLARS



No. 146

No. 147

FINISHED
ANY
COLOR—
OAK OR
MAHOG-
ANY

Individual Display Stands

are considered by some display men to be neater and more effective for special work

No. 153	Base 6"	Heights 12", 18", 24"	\$1.85	30", 36"	\$2.10
No. 154	Base 6"	Heights 12", 18", 24"	1.65	30", 36"	1.90
No. 147	Base 6"	Heights 12", 18", 24"	1.85	for Collars	
No. 146	Base 6"	Heights 12", 18", 24"	1.65		

Send for the New Catalog, Now Ready

Klee Display Fixture Co., Rochester, N. Y.

Raise and Lower Attachment to Accommodate Goods to be Displayed

To Remove Push Wire Off of Bar Here

And Pull Up Slightly Here

EASILY REMOVED OR ADJUSTED UP OR DOWN ON STAND

The LEON ATTACHMENT

PATENTED
Pat. U. S. & Canada.

Multiplies the Uses of Your Display Fixtures One Thousand Times.

Get Our New Descriptive Booklet

Contains many illustrations of the Leon Attachments as they may be used in connection with your display fixtures.

Send for It To-day

MORRIS LEON MFG. CO.

7119 No. Clark St. CHICAGO, ILL.

perts of national prominence. Young Warner, energetic and with an eye to the future put all his natural talent into his work, and studied diligently the general principles of the art of display, with the result that at the end of one year's service he was given charge of the store interior decorations.



W. GUY WARNER

After 18 months' service in the latter capacity, Mr. Warner resigned his position at The Fair and assumed a similar post with the Boston Store, another State street department store. Another year found him back at the Fair as window decorator, where he remained for two years and nine months, leaving here to take charge of the store and window displays for Hillman's. It was evident that Mr. Warner was determined to remain on State street, though he had many flattering offers to leave Chicago.

When D. S. Komiss & Company planned on installing a new system in the display department, Mr. Warner was proffered the position of director, which he accepted. Immediately the Komiss store began to attract more than the usual attention, and it was the artistic, yet selling displays planned and executed by Mr. Warner that made this added interest possible.

Mr. Warner is unusually versatile, designing and constructing all of his backgrounds, screens and panels, and is recognized as having exceptional talent for interior decorating. Shortly before the Christmas season, Mr. Warner joined the staff of Charlie Wendel, recognized nationally as one of the greatest display artists of all time.



EDGAR M. McCARTNEY has been doing big things along the line of window display and store decoration for so many years that his name and work are familiar to everyone who is interested in window display. Old timers in the game will always associate Mr. McCartney with his notable work during

the years in which he had charge of the decorating department of the Joseph Horne Company of Pittsburgh. This store is one of the truly great retail establishments of the world and the management has always had a true appreciation of the value of high class window display. With a number of splendidly proportioned windows, a wealth of the world's best merchandise and an appropriation sufficiently generous to carry out his ideas, Mr. McCartney made the most of his opportunities and many of his displays were masters of artistic composition.

In the handling of decorations, Mr. McCartney is especially clever. He uses flowers and foliage lavishly and his skill in arrangement is such that the effects produced are wonderfully pleasing and effective. His handling of decorations invariably emphasizes all the beauty of color and design that may be latent in the merchandise shown. In short, Mr. McCartney is an artist who has the rare ability to make the most of his decorations and his merchandise.

After having been with Joseph Horne & Company for eighteen years, Mr. McCartney perfected plans to go into business for himself in New York where he had arranged to enter the display field in connection with a proposition of country-wide scope. These plans, however, were upset through unforeseen conditions brought about by the war. His plans abandoned for the time, at least, he accepted a position of importance with Armour & Company in Chicago and for several years has directed with unusual success the display department of this great industry.

With the beginning of the year, Mr. McCartney resigned from his position with Armour to make a connection with the Botanical Decorating Co. of Chicago.

For Our Advertisers

Wallbrunn-Kling Co. Expands.

Extensive alterations of the plant of Wallbrunn-Kling & Company, 327 South Clark street, Chicago, have been completed, and these well known manufacturers of card and sign writers' supplies now have the most convenient and best stocked house of its kind in the country. More than 8,000 square feet of floor space is allotted to the various departments of the business, which in the process of expansion has taken in a fine line of mat board.

The first floor of the three-story building comprises the retail store, mat board department with a capacity of 25,000 full sheets, and the shipping room. The office and general stock rooms are located on the second floor and on the third floor is maintained the manufacturing plant. A section of the second floor is given over to the exclusive showing of brushes of all kinds, and is perhaps the most extensive display of these utilities in the country. Sid Kling, the popular manager of this big concern, reports that a most prosperous business was transacted during the year just closed, and with the added facilities for efficiency and service as created through the recent remodeling he anticipates a still bigger year in 1920.

Order Your Spring Decorations Now

The flowers shown here are all special values and are guaranteed to "open up" to your entire satisfaction. Order from this ad.



S-102—Imported French Lilac Spray
Best hand work, fine cloth flowers in lavender, white or pink, rubber wrapped stems, very natural, 24 in. high. Doz., \$15.00.

S-102-B—Same as S-102 but smaller. Doz., \$9.00.



S-103—Imported French American Beauty
Waxed paper flowers in beautiful pink tint with cloth foliage. This is a splendid flower at a small price. 27 in. high. Doz., \$8.00.



S-104—Imported Calla Lily Plant
Tinted waxed paper flowers and foliage. Makes complete decoration when placed in pot or vase. A good Easter decoration. 31 in. high. Doz., \$15.00.



S-105—Titan Lily Plant
Imported from France. Waxed paper flowers and foliage. Especially appropriate for Easter. Very natural in color and texture. 28 in. high. Doz., \$15.00.

Our Spring Circular Will Be Ready February 1.—Write for it today

Modern Artificial Flower Co., Inc., 840 North Ave., Chicago

Goodform
TRADE MARK

Whenever you get window fixtures insist on the kind. The **Goodform** name stamped on the bottom insures service and that certain refinement which means so much as a selling power in your windows.



Our Book of Trims will be of service to you.

Yours for the asking.

HINCHER MFG. CO.

OF INDIANA

Washington,

Chicago Salesroom—367 W. Adams St.



Display Men

DO you want to get beautiful effects on your colored backgrounds?

If you do, get our catalog and color cards of paints and cardwriters' supplies.

Our specialty department will take care of your painting problems and do it quickly, courteously and satisfactorily.

WALLBRUNN, KLING & CO.

327-29 So. Clark Street

Chicago, Ill.

Adler-Jones' New Sales men

DISPLAY men will be interested in the announcement from Adler-Jones Artificial Flower Company to the effect that when its representatives leave Chicago on January 2nd with their spring samples there will be several new faces among them.

Robert O. Johnson, whose artistic displays for the Commonwealth Edison Company, Chicago, have created so much favorable comment during the past year, and a gentleman well-known to the men of the display profession will represent the Adler-Jones Company in its south-



ROBERT O. JOHNSON

ern territory, and in addition, will visit Springfield, Quincy, Decatur, Champaign, Bloomington, Peoria and Galesburg, all Illinois cities. Mr. Johnson's first experience in display work dates back several years when he was with the Norman Company, Fort Smith, Ark., operators of a system of chain stores. Leaving this position he came to Chicago as display manager for E. M. Blaine, haberdasher, a position he resigned to become president and manager of the Northwestern Window Display Company of Chicago. In this specialty work Mr. Johnson was very successful but retired from the business to become affiliated with a large flower house, where his artistic creative ability could be further developed. That he was recognized as an artist is attested in the fact that he is continually consulted by Chicago business men in matters pertaining to special feature decorations, etc.

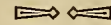
E. V. Wiley well known in the profession of display art takes his initial trip in January. Mr. Wiley is a member of the International Association of Display Men and a display man of unusual ability which has manifested itself in his successes in several window display contests, particularly those conducted by the I. A. D. M. Mr. Wiley was recently director of the display department of Cunningham's Drug Company, Detroit, Michigan. He will cover Indiana, Michigan and sections of Ohio, Wisconsin and Minnesota.

Edward Belanger is another artist of importance recently added to the Adler-Jones sales force. He was formerly the right-hand man and advisor to Allan H. Kagey, that expert of national prominence who directs the display department of Mandel Brothers, State street, Chicago. Mr. Belanger took the Adler-Jones line into Canada for the Christmas season, but expects to cover the entire territory with his spring merchandise.

A Fast Growing Concern

A few years ago, the flower house of L. Baumann & Company found it necessary to take on additional space to take care of increased business. With the view of anticipating further growth covering a number of years, the original factory space was increased to such an extent that it was thought at that time that further additions would not be necessary for many years. The growth of the business, however, has outrun all anticipation and the once commodious quarters at 357-359 W. Chicago Avenue have become too small to house the factory, show rooms, etc.

Fortunately it has been possible for L. Baumann & Co. to negotiate a lease of adjoining property which will make their frontage extend from 357 to 363 and gives the additional floor-space necessary to carry on the fast growing business. The added room will make it possible to install new machinery and will generally facilitate the turning out high class decorative specialties for which this house is famous.



A Worth While Catalog

For a number of years, the Decorators Supply Company of Chicago has been getting out interesting catalogs. This season, however, this concern has surpassed all former efforts in this line and has issued a catalog that deserves to be classed as a practical hand-book covering practically all branches of display. It is called "Show Window Backgrounds and Accessories" and is filled from cover to cover with exceedingly good pictures of backgrounds, screens, panels, dividers, wall and other ornaments and decorations of many kinds.



Handsome Wood Fixtures

The Polay-Jennings Fixture Corporation of Chicago announces a remarkably interesting line of display fixtures and accessories for the season of 1920. This firm has long been known as an originator of new and practical ideas in wood display fixtures and the "Four Hundred Line for 1920" will help to maintain this reputation.

The Polay-Jennings Fixture Corporation is urging the early placing of orders for fixtures and equipment for spring displays. Orders received now will receive the best of attention and delivery is assured, but there is a serious question as to whether it will be possible to fill orders that are held up until a few weeks before the opening season. Correspondence is solicited as to the "Four Hundred Line."



New Fixture Catalog

Every display man will find much to interest him in the new catalog of the Decorative Fixture Company of Chicago, which will be ready for distribution in a few days. It will show a number of new and attractive devices for displaying all kinds of men's, women's and children's wear, including shoes. While this firm is a comparatively new one, A. J. Wolfe who is at the head of it, is an old-timer in this field and has a full understanding of the requirements of the display men.

Mr. Wolfe has designed a number of new fixtures for the coming season and unquestionably these will meet with the wholehearted approval of display men who appreciate high class display devices. Mr. Wolfe states that these designs are exclusive with his firm and already large orders have been booked by some of the best stores in the country. In addition to being a clever and experienced designer of fixtures, Mr. Wolfe is a practical manufacturer and has at his disposal a large and well equipped factory and an efficient force of expert wood workers. The catalog is well worth asking for and will be sent to any address upon request.

We Extend
to You
The Season's Greetings

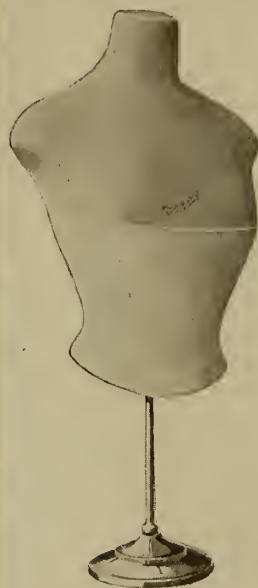
*Send for our new
Spring Catalogues*

**DOTY & SCRIMGEOUR
SALES CO., INC.**

30 Reade St.
New York, N. Y.

The House of Novelty
Decorations

BRADFORD—CHICAGO



No. 337

Flesh Enameled Forms

The lines and proportions of this form are absolutely correct for this season's waist and blouse styles. The bust is finished in a soft velvety flesh tone and may be washed frequently without marring the surface. Made in 36-inch bust only.

Waist or Blouse Form
No. 337 \$9.00 Each

Dress, Costume or Suit Form

No. 333 \$14.40 Each

All Bradford-Chicago forms are modeled true to life and are faithful reproductions of the perfect human figure. Each season's moulds are changed to conform to the latest lines and proportions and are guaranteed perfect in material and finish. Furnished 36-inch bust or 16-year misses.

In Stock for Immediate Delivery

I. L. BRADFORD & CO.

Store Display Fixtures—Send for Catalog.

178 W. Jackson Blvd.

Medinah Bldg., Chicago



MUTUAL Flowers

are the kind of
decorations you
have been look-
ing for.

They are original
in design, beau-
tiful in appear-

ance, and moderate in price. You buy them direct from the maker, saving a middleman's profit. Displaymen who have used our decorations find them different, and wonderfully satisfactory.

Let us supply the decorations for your spring displays. We have prepared a splendid line of special designs that will meet the approval of the most critical displayman both in appearance and price.

Write us today

Mutual Flower Co.

82 West Third St.

New York



WE SELL YOU OUR
WINDOW DISPLAY FIXTURES
+ PLUS +

Experience, Service, Satisfaction
and
Reliability

Send For a **FREE** New Catalogue

Artistic Wood Turning Works

Formerly **POLAY FIXTURE SERVICE**

519-521 N. Halsted St.

CHICAGO, ILL.

Learn the Sign-Show Card Business

Unlimited possibilities are opening up every day in this field. Large firms everywhere want men with creative ideas. Keen commercial competition calls for most aggressive and up-to-date advertising methods. New and striking effects constantly demanded in Window Cards, Bulletin Boards, Signs and Show Cards.

Big Opportunity for Originality

Unusual openings for those who develop constructive imagination. Don't smother your ambitions and ignore your latent abilities. Make the best of your talents—develop your originality—learn to make your abilities earn big money. Get into the Sign-Show Card Business "where originality counts." Our Course teaches how in a few short months. Thousands of successful graduates prove our ability to successfully teach you.

Earn \$25 to \$75 Weekly

Our training will give you perfect confidence in your own ability to command a big salary. You are taught how to direct your efforts along profitable lines. You get the close, personal counsel and help of instructors, which makes your ultimate success sure. Nothing is left to guess. Every lesson is designed to bring out the practical helps so essential in realizing the necessary training for successful work.

Course Complete and Practical Graduates Enthusiastic

Every phase of work is covered. Instruction is complete, thorough and easily understood. Lessons start at bottom and proceed logically and naturally to the finish. You are thoroughly familiarized with intricate and involved lettering, color work, shading and letter designing. You are also taught gold-leaf lettering on glass. Each lesson is designed to bring out and develop YOUR ideas. This helps to give originality and individuality to your work.

Every day brings letters from graduates who are proving value of our Course. Read these extracts: "Am more than satisfied. Your method surely the best." "Self-reliance developed by practical execution of work is important. Personal instruction valuable." "Thanks for fulfillment of all promises." "Am pleased to recommend your School to anyone wishing to study this branch of the art profession."

Read This Guarantee

We guarantee to place graduates in positions paying \$85.00 to \$175.00 monthly after they have completed prescribed course and demonstrated proficiency. Requests for competent man exceed supply.

Don't Doubt—Ask for Proof!

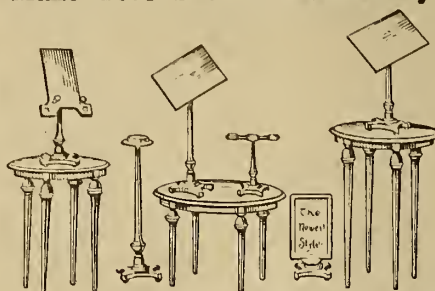
Get our literature and samples. Ask about our Free Outfit Offer. Write for proof of our ability to successfully teach this business. Send today—NOW—in fairness to yourself.

Detroit School of Lettering

"Where Originality Counts"

L. S. STRONG, President and Instructor
1050 D.S.L. Bldg. Detroit, Mich., U. S. A.

Make Your Show Windows Pay Your Rent



Our Line of Period Display Fixtures Will Help You Make Effective Window Displays

Many Sales Are Made on the Sidewalk
New Catalog No. 92 on Request

The Oscar Onken Co.

3748 West Fourth St.

Cincinnati, Ohio, U. S. A.

Here's the proper ready-to-fit eyelashes for wax figures. The same as we supply to leading manufacturers of wax figures both in United States and Canada.



Eyelashes made of the finest French stock. Correctly shaped.

Full directions included enable any person to fit them in place.

Price per set (of four lashes), 50c; six sets, \$2.50; 12 sets, \$4.50.

LIQUID IVORY CEMENT

The Most Powerful Cement Known

Mends joints solid as welded iron. Dries hard over night. For broken wax fingers, broken dolls or anything where it is necessary for permanent joining.

Fully Guaranteed

2	Ounce Bottle,	\$0.50
4	"	.75
6	"	1.00
8	"	1.50
16	"	2.00
32	"	3.00

Full directions how to use with each bottle.

HARRISBURG WAX FIGURE RENOVATING CO.
335 Crescent Street Harrisburg, Penna., U. S. A.



The Right Line of DECORATIONS

Getting the right kind of decorations is more a matter of selection than of price.

You will find our flowers far above the average in quality and appearance, yet they cost no more.

Our beautiful and up-to-date line is shown in your locality each season. If you are interested, our salesman will call, or we can send you samples.

E. C. DIETZ

Successor to Wm. Buhrig Co., Established 1899
219 E. 34th St. NEW YORK



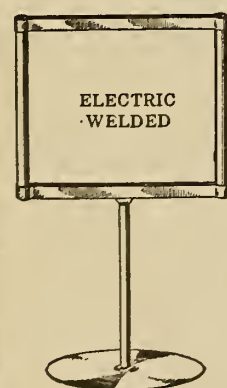
Creators of the Newest Ideas in Valances and Panels

French Drape Valance a Specialty

Write today for our new catalogue and prices

THE WINDOW DECORATIVE WORKS

1250 W. Fourth Street, CLEVELAND, OHIO



ELECTRIC
WELDED

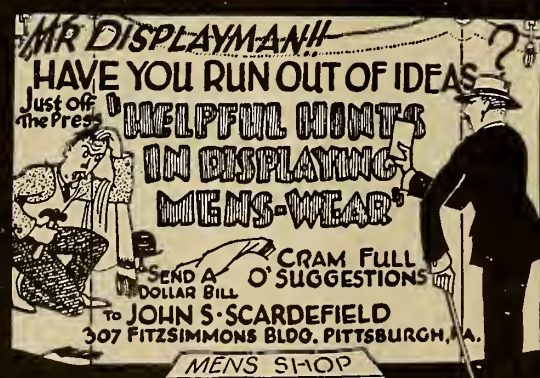
Best and Cheapest Price Card, Stands, Easels, Etc.



"Jaxon" Doll Stands
Adjustable 6 Sizes

J. B. Timberlake & Sons, Mfrs.
JACKSON, MICH.

No. 690



Just off the Press

HELPFUL HINTS IN DISPLAYING MENS-WEAR

SEND A DOLLAR BILL FOR FULL O' SUGGESTIONS

TO JOHN S. SCARDEFIELD
307 FITZSIMMONS BLDG. PITTSBURGH, PA.

MENS SHOP



This cut showing our No. 700 Unit for a window size 36x60 at \$55.00; also No. 900 Unit in William and Mary Design at \$60.00

Show Windows Worth Dollars

Proper Shoe Fixtures arranged in an artistic manner, attract the eyes of the public to purchase.

Attractive styles are shown to better advantage, when displayed on Onli-Wa Fixtures.

See Our Display at the Palmer House, Chicago, Ill. Room No. 421, Jan. 5th to 10th.

Also at Cincinnati Shoe Fair, Room C-130, Jan. 7th to 10th, where we will display some of the newest style of Fixtures and Finishes.

The Onli-Wa Fixture Co.
DAYTON, OHIO

Originators of Practical Display Fixtures



VALANCES AND SHADES

Made to Your Order

Exclusive Designs—Reasonable Prices—Prompt Deliveries.

ART WINDOW SHADE CO.
2838 Broadway Chicago

BETTER DISPLAY FIXTURES

MANUFACTURED BY

D. W. WOODRUFF AND COMPANY



Display Table No. 116

*Perfect
Equipment
Perfect
Service*

Send for Folder

860 Howard St.,
San Francisco, Cal.

S. M. MELZER CO.

Manufacturers of

Display
Fixtures
Show
Forms



Wax
Figures
Brass
Railings

915 Filbert Street

Philadelphia, Pa.



Ready-to-Letter SHOW CARDS

"For your Spring Displays
Real Works of Art"

*Write on business stationery
for Catalog*

The Lackner Company

108-110 W. 5th St., Cincinnati, O.

*Largest Manufacturers of Ready-to-Letter
Show Cards in the World*

FOR WINDOWS AND BACKGROUNDS

Use Silk Plushes. Velours, Felts, Cretonnes
Tapestries and Sunfast Draperies

Write for Samples and Prices

F. A. RAUCH & CO.

410 South Market Street, CHICAGO, ILLINOIS

Air Brush Stencil Designs

5 11x14 cut stencils with sketch of each, \$5.00

Can be used on different size cards.

Our Air Brush Colors won't clog the brush.

Let us send you circular of designs.

L. O. BUTCHER & BRO. 673 W. MADISON ST.
CHICAGO, ILL.



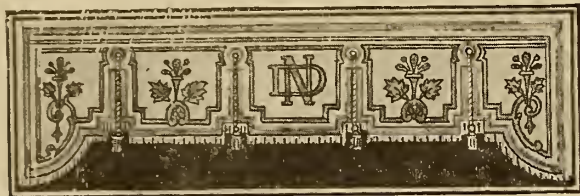
A new, original and effective paper for artistic window decoration.

Use it in Your Show Windows

A perfect reproduction of the genuine stone, our onyx paper is without doubt the most appropriate covering for window backgrounds and floors, panels, columns, dividers, pedestals, draping stands, scenic frames, units, flower boxes and other surfaces. In stock in convenient size in many beautiful colors and patterns. Write for samples.

Now being used with splendid results by leading window trimmers throughout the country.

AMERICAN LITHOGRAPHIC CO.
19th ST. & 4th AVE. NEW YORK.



NA-DE-CO

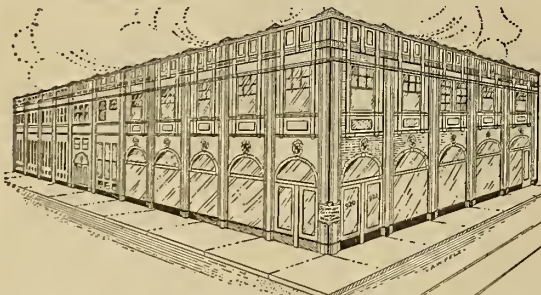
Valances, Panels and Drape Shades
The artistry of a large staff of experts in window decoration has made the NA-DE-CO line standard

Write for Catalogue R and sample plushes
NATIONAL DECORATIVE CO., Inc.

Designers and Manufacturers
Valances, Panels and Drape Shades, Plushes
Write for Sample Plushes.

Main Office: 534 Federal St.

CAMDEN, N. J.



An establishment RENTING children's, women's and men's display figures, costumed to fit your IDEAS. Rented at nominal cost.

SCHMIDT DISPLAY STUDIO

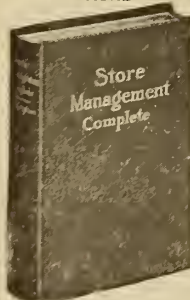
Historical and Modern Wax Figures.

920-922 No. Clark Street

CHICAGO

STORE MANAGEMENT—COMPLETE

16 Full-Page Illustrations



272 Pages
Bound in Cloth

ANOTHER NEW BOOK
By FRANK FARRINGTON

A Companion book to Retail Advertising Complete
\$1.00 POSTPAID

"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

THIRTEEN CHAPTERS

Here is a sample:

CHAPTER V.—The Store Policy—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution. Handling telephone calls. Rebating railroad fare. Courtesy to customers.

ABSOLUTELY NEW

JUST PUBLISHED

Send us \$1.00. Keep the book ten days and if it isn't worth the price return it and get your money back.

MERCHANTS RECORD AND SHOW WINDOW

Book Department. 431 So. Dearborn St., CHICAGO

BACKGROUNDS

and

Art Window Flooring

Everything for the Display Man
and Card Writer

E. J. BOYLE & BROS.

Designers and Manufacturers

29 W. Maryland St.

Indianapolis, Ind.



Use

PAASCHE

Famous 3-in-1

AIR BRUSHES

Absolutely Best for Most
Attractive

Show Cards, Signs and Win-
dow Backgrounds

Made in all sizes
for all kinds of
work

**MOST
EFFICIENT
DURABLE
SPEEDIEST**

Paasche Air Brush Co.

Write Today for New Catalog

1229 Washington Blvd. CHICAGO

Plan Your Show Windows from This Portfolio



Twenty-two Full Page Drawings fully
described

By M. P. Staulcup

Practical and Economical Decorations

Price Only \$1.00 Postpaid

Book Dept.

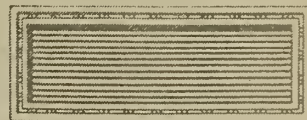
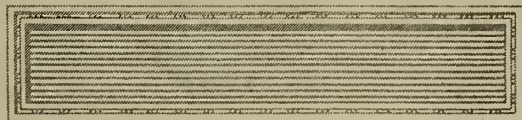
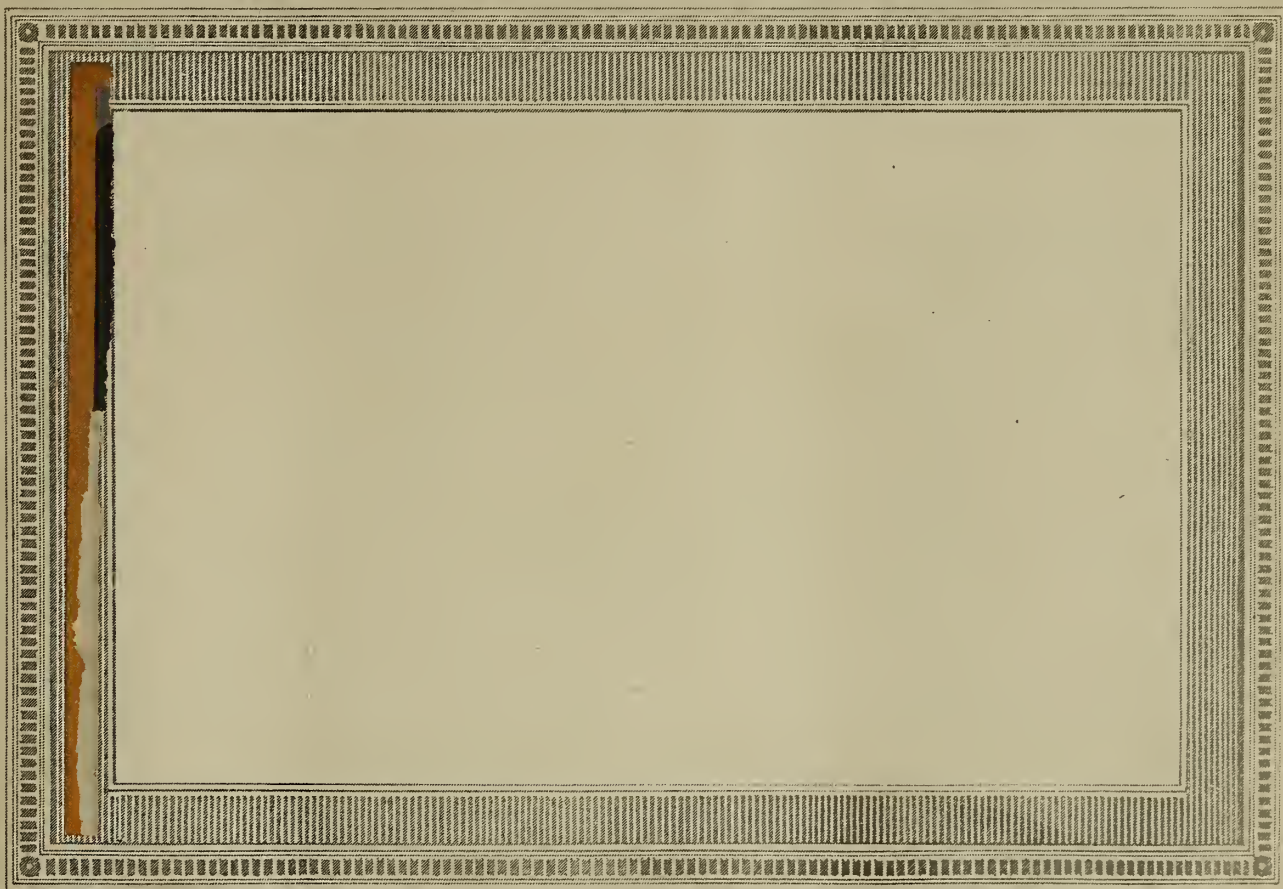
The Merchants Record Company

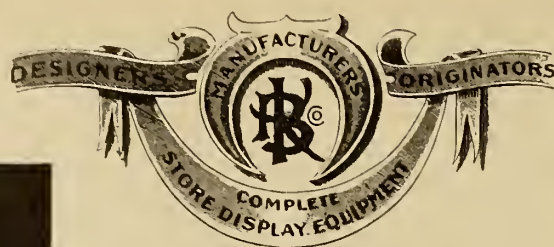
431 SO. DEARBORN ST.

CHICAGO

*Merchants Record
and Show Window*

February, 1920





In window displays the most critical service falls upon the equipment used. You are served best, therefore, in buying equipment that is built for durability; style and beauty being its equal factors, predominating features you will find in all our offerings.



Manufacturers of
**THE MANNEQUIN
PRODUCT**

THE BARLOW-KIMNET CO.
EXECUTIVE OFFICES AND SHOW ROOMS
**724 BROADWAY
NEW YORK**

OUR PRODUCTS

include the following:

PAPIER MACHE
FORMS

WAX FIGURES

PERIOD WOOD
FIXTURES

FANCY ORNA-
MENTED WOOD
FIXTURES

METAL DISPLAY
EQUIPMENT IN
ALL ITS DETAIL

Holyoke, Mass.

525-531 East 15th Street
NEW YORK

Factories

Rochester, N. Y.

MERCHANTS RECORD and SHOW WINDOW

An Illustrated Monthly Journal for Merchants, Display Managers and Advertising Men.

Eastern Office
1520 Woolworth Bldg.
New York City

Published by
The Merchants Record Co.

Publication Office
431 So. Dearborn St.
Chicago

SUBSCRIPTION RATES

In advance, postage prepaid

United States, Canada, Mexico and Cuba . . . \$3.00 a Year
All Other Countries \$4.00 a Year

ADVERTISING RATES

Classified advertisements \$1.00 for five lines or less (additional lines 15 cents each) each insertion. Payable in advance.
Display rates furnished on application.

Direct all letters and make all remittances payable to the order of The Merchants Record Co., 431 South Dearborn Street, Chicago. Payments made to other than authorized collectors will not be recognized.

MEMBER CHICAGO TRADE PRESS ASSOCIATION

OFFICIAL ORGAN OF THE INTERNATIONAL ASSOCIATION OF DISPLAY MEN

Entered January 16, 1903, at Chicago, Ill., as second-class matter, under Act of Congress, March 3, 1879.

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NUMBER 2

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WINDOW BOX

No. 586—28 in. high, 43 in. long, 13 in. wide, complete\$20.00

Weight packed, 100 lbs.

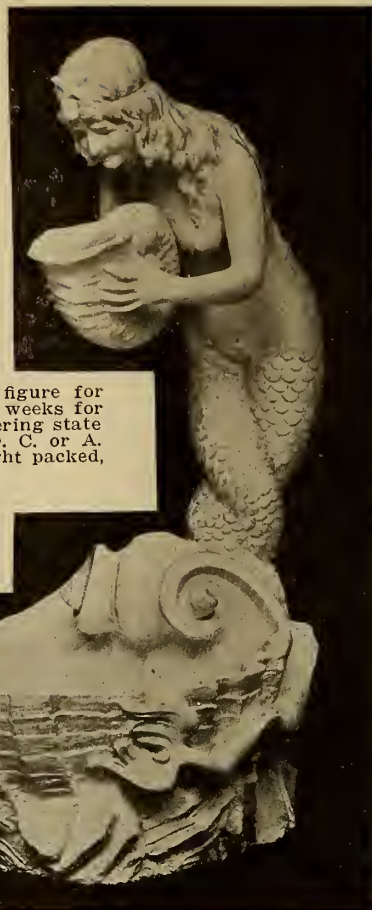
Other new designs for spring decoration are shown in our new folder, which we will mail to you upon request. All goods can be had in ivory, bronze or white finish. No extra charge for packing. We guarantee safe delivery. Send order now as we can make prompt shipment.

MERMAID WATER FOUNTAIN.

Wired and equipped with motor and pump which pumps water to the upper shell and flows to lower shell.

Made of plastic composition. Water basin lined with metal. No. 81—6 ft. high; base, 3 ft. by 4 ft. Price \$250.00

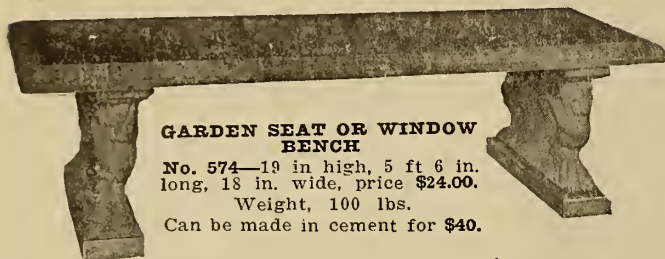
We will rent this beautiful figure for period of four weeks for \$60.00. In ordering state if you want D. C. or A. C. Motor. Weight packed, 300 lbs.



Chicago Statuary Mfg. Co.

476 Milwaukee Ave.

Chicago



GARDEN SEAT OR WINDOW BENCH

No. 574—19 in high, 5 ft 6 in. long, 18 in. wide, price \$24.00.

Weight, 100 lbs.

Can be made in cement for \$40.

Make Buyers Out of Passersby

Attract the attention of the women of your city.

Display and call attention to the winter and spring styles.

Increase your sales to the fullest extent by distinctive displays—and separate your displays with attractive window dividers.

We will be glad to send you our supplementary catalogs showing our William and Mary, Queen Anne, Adam and Chippendale designs.



HUGH LYONS & COMPANY

"MAKE BUYERS OUT OF PASSERSBY"

LANSING - MICHIGAN

NEW YORK SALESROOM
35 W. 32nd. STREET

CHICAGO SALESROOM
234 S. FRANKLIN ST.

FRENCH WAX FIGURES AND FORMS *for*

SPRING DISPLAYS

It has been demonstrated that the best way of displaying ready-to-wear and yard-goods is on forms. To meet this growing demand for good forms we have made special plans in the way of new models and increased production, both in our Wax Figure Line and in our Papier Mache Department.

A look at our styles will convince you of their correct fashion lines and what is even more desirable a certain chic atmosphere made possible because of the combination of correct style and artistic posing.

Visit Our New Display Rooms

We are now able to show this line in its completeness in our new quarters. We now occupy the entire fourteenth floor of the Medinah Bldg., conveniently located in the center of Chicago's Wholesale District.

Ask to Have Our Representative
Call or See Us When in the Market

Write
for
Catalog



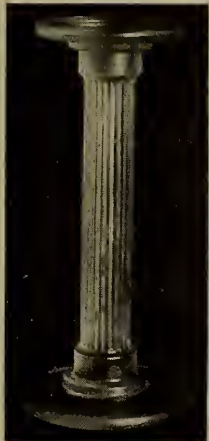
New Grecian Drape Figure

FRENCH WAX FIGURE COMPANY

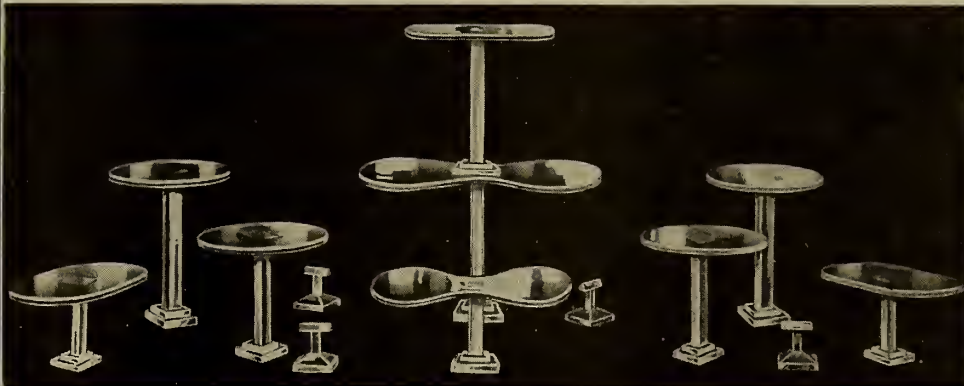
Office and Salesroom, 14th Floor, Medinah Bldg., Chicago

Factory: 70 W. Water St., Milwaukee, Wis.

Pacific Coast Representative: Bert Landors, 202 4th St., Los Angeles, Cal.



No. 301
Our New Exclusive Fluted
Colonial Glass Column in stock.



No. 907—Assortment of square column glass fixtures is pictured above. Consists of 22 separate pieces, as follows: 4 heel rests, 9 assorted height of square columns, 4 circular, 3 oval and 2 figure eight polished plate glass shelves with beveled edges. Write for special price. This set can be enlarged at any time with additional pieces always carried in stock.



No. 201
Square Style of Glass
Pedestal Column

"MELCO" GLASS FIXTURES

This is the only complete line in the country having columns in round, square or fluted style. Nothing more beautiful for the showing of Shoes, Toilet Goods, Ladies' and Men's Furnishings, Bags, Leather Goods, Novelties, etc.

PERIOD WOOD FIXTURES

Wood fixtures in Classic Period designs are now very popular. Our line is very complete consisting of every period style made in any wood and in any finish. Compare our prices with other lines.

Everything in fixtures. Write for Salesmen to call—We have one in your vicinity.

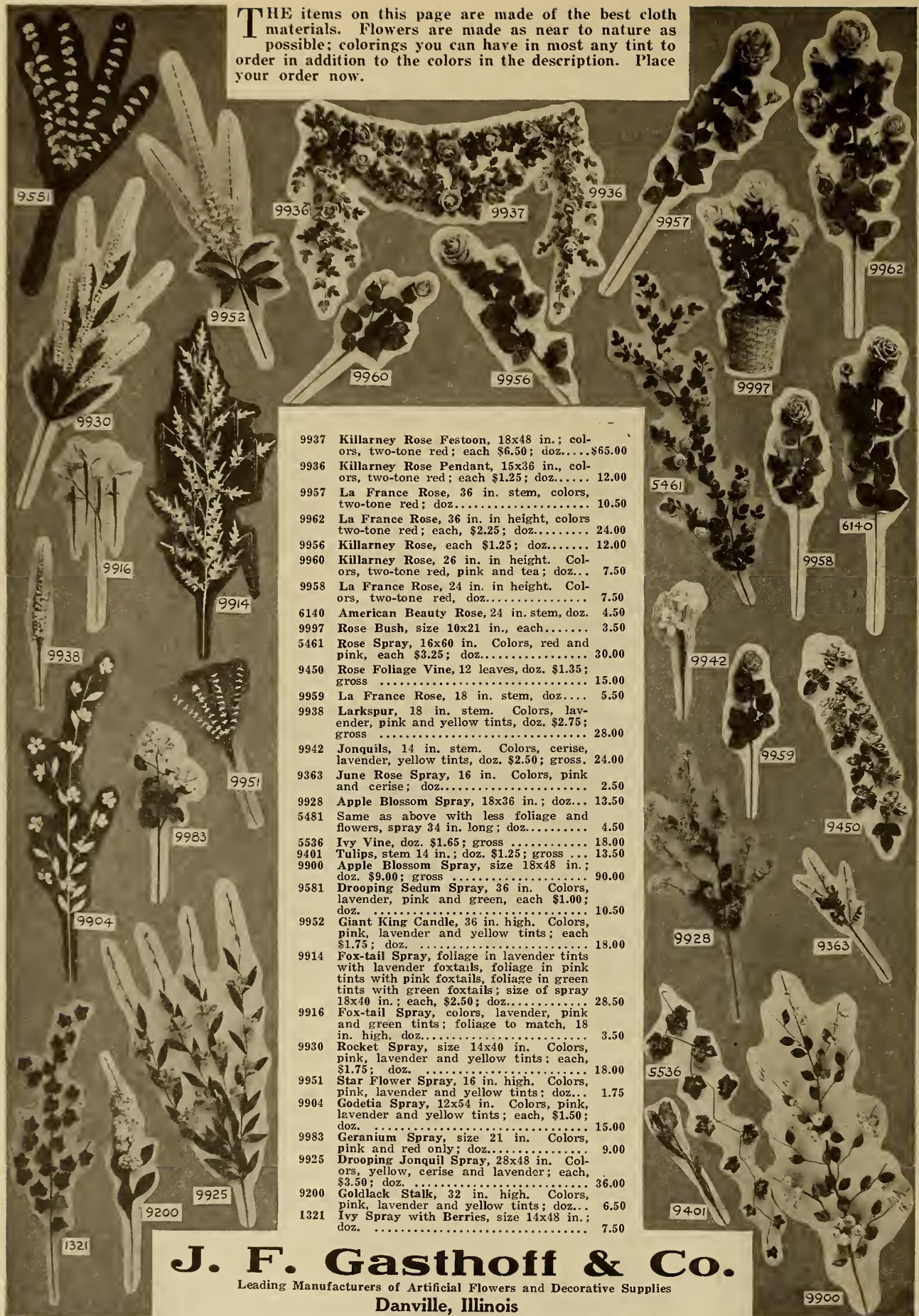
VALANCES AND RUGS

Your window floors should be covered with rugs made to match your valances. Let us outfit your windows complete. Special designs and stock designs in all materials at anti-profiteering prices. 36 hour delivery.

MELIUS & COWLEY, 14th Floor, Medinah Bldg., CHICAGO

SELLING AGENTS FOR FRENCH WAX FIGURE CO.

THE items on this page are made of the best cloth materials. Flowers are made as near to nature as possible; colorings you can have in most any tint to order in addition to the colors in the description. Place your order now.



- 9937 Killarney Rose Festoon, 18x48 in.; colors, two-tone red; each \$6.50; doz....\$65.00
- 9936 Killarney Rose Pendant, 15x36 in., colors, two-tone red; each \$1.25; doz..... 12.00
- 9957 La France Rose, 36 in. stem, colors, two-tone red; doz..... 10.50
- 9962 La France Rose, 36 in. in height, colors two-tone red; each, \$2.25; doz..... 24.00
- 9956 Killarney Rose, each \$1.25; doz..... 12.00
- 9960 Killarney Rose, 26 in. in height. Colors, two-tone red, pink and tea; doz... 7.50
- 9958 La France Rose, 24 in. in height. Colors, two-tone red, doz..... 7.50
- 6140 American Beauty Rose, 24 in. stem, doz. 4.50
- 9997 Rose Bush, size 10x21 in., each..... 3.50
- 5461 Rose Spray, 16x60 in. Colors, red and pink, each \$3.25; doz..... 30.00
- 9450 Rose Foliage Vine, 12 leaves, doz. \$1.35; gross 15.00
- 9959 La France Rose, 18 in. stem, doz.... 5.50
- 9938 Larkspur, 18 in. stem. Colors, lavender, pink and yellow tints, doz. \$2.75; gross 28.00
- 9942 Jonquils, 14 in. stem. Colors, cerise, lavender, yellow tints, doz. \$2.50; gross. 24.00
- 9363 June Rose Spray, 16 in. Colors, pink and cerise; doz..... 2.50
- 9928 Apple Blossom Spray, 18x36 in.; doz... 13.50
- 5481 Same as above with less foliage and flowers, spray 34 in. long; doz..... 4.50
- 5536 Ivy Vine, doz. \$1.65; gross 18.00
- 9401 Tulips, stem 14 in.; doz. \$1.25; gross ... 13.50
- 9900 Apple Blossom Spray, size 18x48 in.; doz. \$9.00; gross 90.00
- 9581 Drooping Sedum Spray, 36 in. Colors, lavender, pink and green, each \$1.00; doz. 10.50
- 9952 Giant King Candle, 36 in. high. Colors, pink, lavender and yellow tints; each \$1.75; doz. 18.00
- 9914 Fox-tail Spray, foliage in lavender tints with lavender foxtails, foliage in pink tints with pink foxtails, foliage in green tints with green foxtails; size of spray 18x40 in.; each, \$2.50; doz..... 28.50
- 9916 Fox-tail Spray, colors, lavender, pink and green tints; foliage to match, 18 in. high, doz..... 3.50
- 9930 Rocket Spray, size 14x40 in. Colors, pink, lavender and yellow tints; each, \$1.75; doz. 18.00
- 9951 Star Flower Spray, 16 in. high. Colors, pink, lavender and yellow tints; doz... 1.75
- 9904 Godetia Spray, 12x54 in. Colors, pink, lavender and yellow tints; each, \$1.50; doz. 15.00
- 9983 Geranium Spray, size 21 in. Colors, pink and red only; doz..... 9.00
- 9925 Drooping Jonquil Spray, 28x48 in. Colors, yellow, cerise and lavender; each, \$3.50; doz. 36.00
- 9200 Goldlack Stalk, 32 in. high. Colors, pink, lavender and yellow tints; doz... 6.50
- 1321 Ivy Spray with Berries, size 14x48 in.; doz. 7.50

J. F. Gasthoff & Co.

Leading Manufacturers of Artificial Flowers and Decorative Supplies

Danville, Illinois

We Are the Largest Makers of Paper and Cloth Flowers in the U. S. A.

THE following numbers on this page are made of the highest quality of paper materials. Send in your orders today for any of these numbers for advanced shipments to avoid disappointments when the big rush is on.

3029 **551** **5064** **6052** **5078** **6031** **8098** **1553** **9026** **3028** **9372** **8094** **3027** **9370** **5074** **2091** **8027** **5090** **2096** **920** **5090**

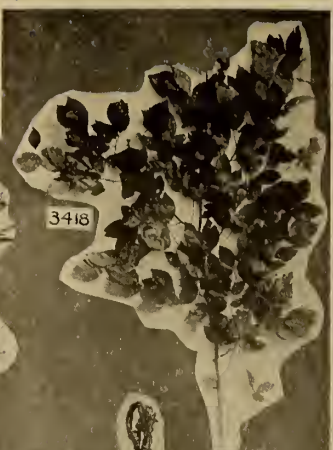
3052 Hyacinth Bush, 18x36 in. Pink and lavender tints; each, \$0.95; doz.....\$ 9.00
5078 Rose Vine, 3 flowers. Pink red and yellow; doz. yds., \$3.00; gross..... 30.00
5064 Snowball Vine, flowers white or natural tint, doz. yds., \$3.00; gross..... 30.00
551 Rose Vine, with 12 leaves; doz. \$0.95; gross 10.50
3027 Wistaria Vine, 12 leaves, 3 flowers. Pink, lavender or purple tints; doz., \$2.00; gross 21.50
3029 Large Wistaria Spray, 5 large flowers in purple, lavender or pink, 24x72 in.; doz., \$9.00; gross 90.00
8094 Ivy Vine, 3 size leaves, 12 leaves to yd., doz. \$0.95; gross..... 10.50
9372 Apple Blossom Spray with Buds, 12x30 in.; doz. \$3.50; gross 36.00
9370 Apple Blossom Spray with Buds, 12x22 in.; doz. \$3.25; gross..... 30.00
5074 Mammoth Rose Stalk, 30 in. high; pink, red or yellow tints; doz. \$3.50; gross... 56.00
8027 Crepe Rose, 2 buds, red, two-tone pink or yellow, 24 in. high, doz..... 2.75
920 Morning Glory Vine, 4 flowers, 12 leaves, natural shade; doz. \$2.25; gross 24.00
2091 Easter Lily, stem 14 in., with 2 leaves; doz. \$0.65; gross..... 5.50
2096 Easter Lily, stem 24 in., 4 leaves, extra quality; doz. \$1.50; gross..... 15.00
5090 Wild Rose Vine, 12 leaves, 6 flowers, pink or lavender tints; doz. \$2.00; gross 21.50
6031 Smilax Spray, 15x48 in.; doz. 7.50
8098 Woodbine Vine, 3 size leaves; doz. \$0.95; gross..... 10.50
1553 Smilax Vine, 12 leaves; doz. \$0.95; gross 10.50
9026 Tissue Oak Spray, 15x36 in., green, dark green, white, lavender, etc.; doz. \$1.50; gross 15.00
3028 Wistaria Vine, 12 leaves, 3 flowers, pink or lavender tints; doz. \$2.75; gross.... 28.50

Short Stem Flowers for Interior Decorations.
Regular size Apple Blossoms, without centers, per M.....\$ 3.50
Large size Apple Blossoms, without centers, per M..... 3.90
Regular size Apple Blossoms; centers, per M 4.50
Rambler Rose, in pink, lavender or yellow tints, gross 1.75
Primrose, in pink, lavender or yellow tints, gross75
Large Wild Rose, gross..... 1.90
Mammoth American Beauty Rose, pink, red or yellow, gross..... 9.00
Large American Beauty Rose, gross..... 5.50
Medium American Beauty Rose, gross..... 4.50
Small American Beauty Rose, gross..... 3.50
Folding Poppies, with centers, large size, in pink, lavender or red tints, gross..... 9.00
Regular size, 5-in., gross, \$4.50; 6-in., gross 5.50
Medium Size Snowballs, gross..... 3.50
Large Size Snowballs, gross..... 4.50
8082 Short Stem Chinese Wistaria, 15 to 24 in., pink or lavender; doz. \$2.50; gross \$24.00
Extra Large, 36 in., pink or lavender; gross 48.00
3022 Japanese Wistaria, flowers only, 12 in., in pink or lavender tint, gross..... 4.90
9-in. flower, gross..... 4.00

Short Stem Flowers for Interior Decoration
Regular Apple Blossom
Large Apple Blossom
Roses 3-sizes
Rambler Rose
Primrose
Wild Rose
Poppys
Snow Balls
24 in 18 in 15 in 36 in

J. F. Gasthoff & Co.
Leading Manufacturers of Artificial Flowers and Decorative Supplies
Danville, Illinois
We Are the Largest Makers of Paper and Cloth Flowers in the U. S. A.

NATURAL Prepared Plants, Trees, Garlands and Sprays. Our goods on this page are standard quality. Place your orders now to insure deliveries before the big rush is on.



Palm Trees, Detachable Leaves, Green Wood Tubs

No. 961—7-foot tree, 12 leaves, each.....\$3.95
No. 962—8-foot tree, 15 leaves, each..... 4.95
No. 963—10-foot tree, 18 leaves, each..... 5.95

Cycas Trees in Green Wood Tubs, Detachable Leaves

No. 966—8½-foot Cycas tree, 12 leaves, each....\$4.95
No. 967—8½-foot Cycas tree, 18 leaves, each.... 6.95
No. 968—12-ft. Cycas tree, 21 leaves, each.... 7.95

Palm Plants Potted in Basket Pots

No. 951—24-in. height, 5 leaves,	Each	Dozen
No. 953—36-in. height, 5 leaves,	\$0.95	\$10.50
No. 954—42-in. height, 6 leaves,	1.25	13.50
No. 955—48-in. height, 6 leaves,	1.50	16.50
No. 956—24-in. height, 3 leaves,	1.95	21.50

Special Palm Plants Without Pots

No. 956—24-in. height, 3 leaves,	Each	Dozen
No. 957—24-in. height, 5 leaves,	\$0.55	\$ 6.00
No. 958—36-in. height, 5 leaves,	0.75	8.50
No. 959—36-in. height, 5 leaves,	0.95	10.50

Palm Leaves

12 in.	Per 25	Per 100	20 in.	Per 25	Per 100
14 in.	\$1.45	\$ 4.50	22 in.	\$2.85	\$10.50
16 in.	1.90	5.95	24 in.	3.00	11.50
18 in.	2.00	7.85		3.25	12.50
	2.45	9.50			

Cycas or Sago Leaves

8x12 in.	Per 10	Per 100	24x28 in.	Per 10	Per 100
12x16 in.	\$0.60	\$ 5.50	28x32 in.	\$0.85	\$10.00
16x20 in.75	7.50	32x36 in.	1.25	11.50
20x24 in.85	8.50	36x40 in.	1.50	12.50
	.90	9.00	36x48 in.	1.75	16.50

No. 18—Natural Prepared Green Adiantum Ferns, 25 to bundle, Medium size, per 100...\$ 9.00
Extra large size, per 100.....\$12.00

No. 20—Natural Prepared Grass Bush in lengths of 14 to 16 inches, per lb.....\$ 2.50
No. 130—Natural Prepared Green or Red Ruscus, per lb.....\$ 1.50

Green Painted Ruscus, per lb.....\$ 1.25
Write for Price of Larger Quantities.

No. 3418—Natural Prepared Beech Sprays, Average from 40 to 60 inches in height per 25...\$ 5.50
Per 100.....18.00

Also have a cheaper grade in green, per 100...12.00
Oak Branches, green, brown or red, 36 to 48 inches, per 100.....\$12.00

No. 3417—Natural Prepared Oak Garlands, Extra quality, medium weight, per doz. yds....\$ 3.50
per gross yds.....36.00

No. 3416—Natural Prepared Evergreen, medium weight, doz. \$2.50; gross.....26.50
Heavy weight, doz. \$3.50; gross.....36.00

No. 3430—Ruscus Window Boxes, Wicker boxes, sizes 5x5x36 in. Height of decoration, 16 in., each.....\$ 6.95

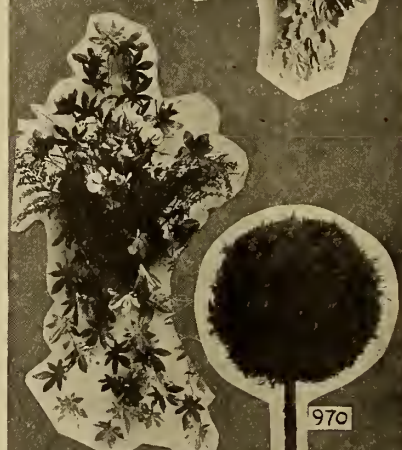
No. 9100—Fern Dish Filler, with roses, pink, red or tea, each \$1.75; doz.....18.00
No. 9102—Fern Dish Filler, 5 in., each.....\$ 0.95
Doz.....10.50

No. 1621—Wicker Hanging Basket, Height of decoration, 40 inches, with star flowers, Fernery and vines, each.....\$ 5.50
Extra large size, 45 in., each.....\$ 7.50

No. 1305—Wicker Hanging Basket with decorations, 36 in., each.....\$ 2.00
Doz.....21.50
Larger size in width, each \$2.50; doz.....26.00

No. 970—Ruscus Tree made of painted ruscus with square box, 4 foot Tree, each.....\$ 7.50
5 foot Tree, each \$10.50; 6 foot Tree, each.....12.50

No. 1601—Boston Ferns, green finished cloth, three sizes, 8 to 24 in., gross.....\$17.50
Dyed Natural Green Moss, 100 square feet to a bag, per bag.....4.50



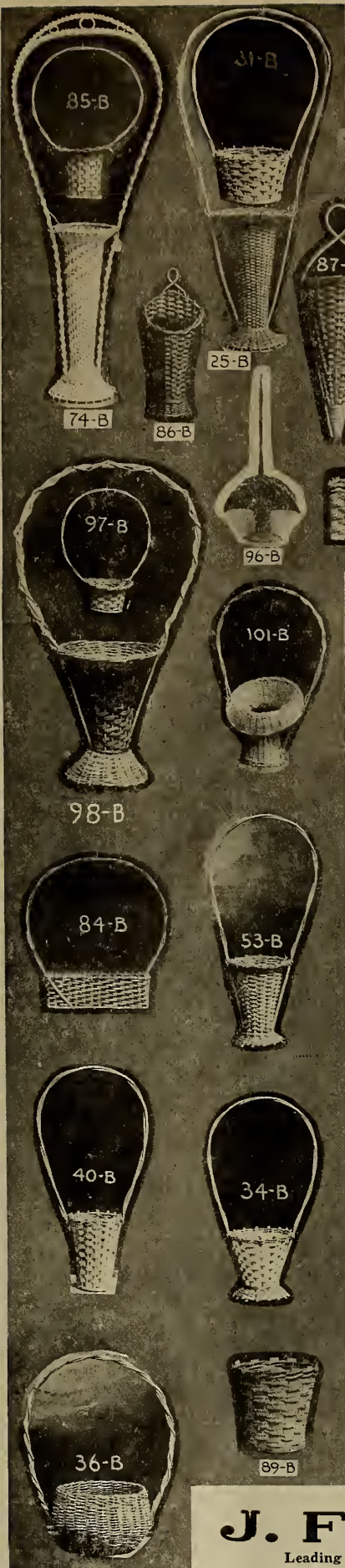
J. F. Gasthoff & Co.

Leading Manufacturers of Artificial Flowers and Decorative Supplies

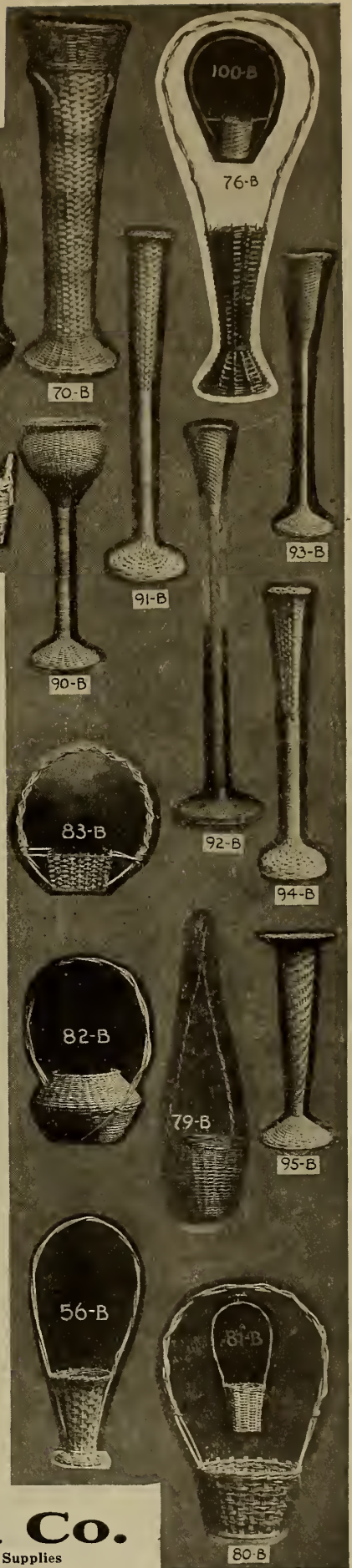
Danville, Illinois

We Are the Largest Makers of Paper and Cloth Flowers in the U. S. A.

WE are showing the greatest line of baskets this season of the most popular styles and sizes. We can make to order most any special design or style that is wanted. Place your orders now.



	Height, Each, In.	Natural	Each, Stained	Each, Two-Toned
Baskets				
74-B	54	\$5.50	\$6.00	\$6.50
85-B	18	.55	.65	.75
25-B	34	1.25	1.35	1.55
25-B	40	1.65	1.80	2.10
31-B	17	.45	.55	.75
86-B	15	1.25	1.40	1.55
86-B	21	1.65	1.75	1.95
87-B	24	2.95	3.10	3.25
96-B	28	2.75	2.90	3.25
98-B	21	1.75	1.90	2.25
98-B	35	2.65	2.80	3.10
98-B	42	3.65	3.85	4.20
97-B	13	.55	.65	.80
101-B	25	2.75	2.85	3.10
101-B	30	3.25	3.40	3.65
53-B	20	.65	.75	.90
84-B	16	.95	1.10	1.25
84-B	17½	1.15	1.30	1.50
84-B	20	1.70	1.85	2.10
40-B	18 to 21	.45	.55	.75
34-B	15	.45	.55	.75
36-B	18	1.75	1.90	2.10
36-B	24	2.50	2.65	2.85
Flower Pots				
	Natural or Stained	5½ In.	6 In.	7 In.
89-B	Natural or Stained, each	\$0.40	\$0.50	\$0.60
89-B	per doz.	3.75	4.75	5.75
Window Boxes				
	Natural	Stained	Two-Toned	
16-B	5x5x36 in., each	\$4.75	\$4.90	\$5.10
99-B	4x5x11 in., each	.65	.80	.90
99-B	5x5x16 in., each	1.25	1.40	1.60
99-B	5x5x24 in., each	1.95	2.20	2.40
Flower Stands				
88-B	30 in. long, 10½ in. deep, 32 in. high, any finish, each			\$8.00
20-B	3x8 in., each			.40
	Size	Natural	Stained	Two-Toned
14-B	20½x7½ in., each	\$2.90	\$3.00	\$3.25
28-B	35 in. high	1.50	1.65	1.80
70-B	36 in. high	5.90	6.25	6.50
76-B	40 in. high	2.50	2.70	2.95
100-B	16 in. high	.65	.75	...
90-B	36 in. high	7.50	7.75	8.00
91-B	36 in. high	4.75	4.90	5.25
93-B	40 in. high	5.75	5.90	6.25
92-B	6 feet high	6.50	6.75	6.90
84-B	30 in. high	4.25	4.40	4.65
95-B	18 in. high	2.65	2.80	2.90
95-B	24 in. high	3.25	3.40	3.60
95-B	32 in. high	4.50	4.90	5.00
95-B	36 in. high	5.50	5.65	5.80
Baskets				
	Natural	Stained	Two-Toned	
83-B	18 in. high	\$1.65	\$1.80	\$1.90
83-B	24 in. high	2.10	2.25	2.40
82-B	27 in. high	7.50	7.75	8.00
79-B	40 in. high	2.80	3.00	3.15
79-B	40 in. high	2.80	3.00	3.15
79-B	42 in. high	3.25	3.45	3.75
79-B	45 in. high	3.75	3.90	4.25
56-B	23 in. high	.75	.85	.95
American Beauty Rose Basket				
80-B	26½ in. high	1.25	1.40	1.65
80-B	29 in. high	2.60	2.90	3.10
80-B	30 in. high	2.90	3.10	3.25
81-B	27 in. high	.75	.85	.95



J. F. Gasthoff & Co.

Leading Manufacturers of Artificial Flowers and Decorative Supplies

Danville, Illinois

We Are the Largest Makers of Paper and Cloth Flowers in the U. S. A.

I saw it in the February "Merchants Record"—Page 7



**"The Day We Get Your Order
Is the Day It Starts to You"**



**Show Card
COLORS** are



SPEEDINK
Perfect Pen Ink is



**Liquid
AIR BRUSH
COLORS** are

The finest Show Card Colors on the market for card writers and poster artists. Made in twenty-four beautiful colors. Color Cards ready for you. Made in the following colors: Cobalt Blue, Turquoise Blue, Ultramarine Blue, Vermilion, Light Red, Dark Red, Light Yellow, Medium Yellow, Orange Yellow, Light Green, Medium Green, Olive Green, Dark Green, Magenta, Ivory, Gray, Gloss Black, White, Brown, Dull Black, Purple.

2-oz. jar, each...\$0.18 Dozen jars.....\$2.00
8-oz. jar, each... .45 Dozen jars..... 4.95
16-oz. jar, each... .80 Dozen jars..... 8.80
32-oz. jar, each 1.50 Dozen jars.....16.50

Gold, Silver and Copper—
2-oz. jar30 8-oz. jar90

24 2-ounce Bottles WK Show Card Color, including Gold, Silver and Copper. This assortment, regular value, \$4.68, will be sent to you F. O. B. Chicago, for\$3.50

This is to introduce our colors to you.

THE PERFECT PEN INK FOR SKETCH WORK AND CARD WRITING

The ink is made in Black, Blue, Purple, Red, Orange, Pink, Yellow, Brown, Light Green, Dark Green.

3-oz. bottle, each.....\$ 0.30

For ten bottles..... 2.70

8-oz. bottle, each..... .65

For ten bottles..... 5.25

16-oz. bottle, each..... 1.10

For ten bottles..... 9.90

32-oz. bottle, each..... 2.00

For ten bottles..... 18.00

WATERPROOF AIR BRUSH COLOR

Will not clog the brush. Put up in patent top bottles. Absolutely the best and cheapest on the market. Comes in concentrated form. To use, add alcohol until the desired shade is obtained. This is the most economical and satisfactory way of buying Air Brush Colors. Made in Yellow, Orange, Brown, Blue, Light Green, Dark Green, Purple, Light Red, Dark Red, Pink, Sepia and Black. By mixing these colors you can get any tint desired.

2-oz. bottle, each \$0.18 Dozen bottles.....\$2.00
4-oz. bottle, each .25 Dozen bottles..... 2.75
8-oz. bottle, each .45 Dozen bottles..... 4.95
16-oz. bottle, each .80 Dozen bottles..... 8.80
32-oz. bottle, each 1.50 Dozen bottles..... 16.50

SIGN CLOTH

Case lots— 1,200 yds	1/2 case lots— 600 yds	Single roll— 60 yds.	Cut
28 inches.. 21 3/4 c	22 c	22 1/2 c	28c
36 inches.. 22 3/4 c	23 c	23 1/2 c	30c
42 inches.. 33 c	33 1/2 c	34 c	37c
48 inches.. 56 c	57 c	58 c	61c

W-K Sign Cloth is finished extra smooth and is the Speediest Cloth on the market. Each roll is packed separately to prevent the ends from wrinkling.

Both Oil Cloth and Sign Muslin Will Be Higher
This Spring.
Better Stock Up Now.



W-K Practical Pin Hammer

This hammer made of screw steel, knurled handle, hardened head, nickel plated and 5 1/2 inches long, weighs but 3 1/2 ounces, fits perfectly in the pocket. The long part of the hammer head is for driving pins and will work perfectly on drapes and silks without cutting the cloth, and the reverse head is a perfect tack-hammer. On the end of the handle is the claw for pulling either tacks or pins. This wonderful hammer will be mailed to you for 60 cents. **DO IT NOW.**

DULL OR GLAZED OIL CLOTH
600 yard cases, 52 inches wide, per yard.....\$0.64
300 yards, 1/2 cases, 52 inches wide, per yard..... .65
Single Rolls, 25 yards, 52 inches wide, per yard..... .66
Piece lots, per yard..... .70

MAT BOARD KNIVES



This handle and blade made for heavy work. Can be resharpened and used for a long time. We sell the extra blades for this handle.
Handle complete, with blade...\$1.50 Blade alone\$0.25

POSTER PAPER

You need Poster Paper in the shop for sketch work as well as for paper signs. Put up as follows:

Width	Weight	Width	Weight
36 in., 10 lbs. Special, per roll..\$2.00		42 in., approx. 100 lbs. Per lb...\$0.14	
36 in., approx. 90 lbs. Per lb... .14		84 in., approx. 200 lbs. Per lb... .14	

The ten-pound roll in the thirty-six-inch is needed in every shop.

OILED STENCIL BOARD—Sheets 20x30, per sheet 15c, 100 sheet lots 12c
POUNCE PAPER—10 yard rolls, per roll.....\$1.00
UNOILED STENCIL PAPER—48 in. wide, per 10-yd. rolls, \$1.50, per yd..... 17c
OILED STENCIL PAPER—48 in. wide, per 10 yd. roll, \$2.50, per yd 30c

BEST GRADE CARD BOARD—PERFECT STOCK

8-Ply, Coated One Side—Size of Sheet, 22x28
100 lots, per sheet.....\$0.08 50 sheet lots, per sheet.....\$0.08 1/2
Less lots, per sheet, 9c. Add 25c for packing in less than 100-sheet lots.
8-Ply, Coated One Side—Size of Sheet, 28x44
100 lots, per sheet.....\$0.16 50 lots, per sheet.....\$0.17
Less lots, per sheet 18c. Add 25c for packing in less than 50-sheet lots.

SECOND-GRADE CARD BOARD

8-Ply Coated One Side—Size of Sheet, 22x28
100 lots, per sheet.....\$0.07 50 lots, per sheet.....\$0.07 1/2
Less lots, per sheet 8c. Add 25c for packing in less than 100-sheet lots.
8-Ply, Coated One Side—Size of Sheet, 28x44
100 lots, per sheet.....\$0.14 50 lots, per sheet.....\$0.15
Less lots, per sheet 16c. Add 25c for packing in less than 50-sheet lots.
For Sale Work or where the best grade is not necessary.



WALLBRUNN, KLING & CO.
327-329 South Clark St., Chicago, Illinois





All that we ask is that you

"Compare our Goods with what you are using—Compare our Prices with what you are paying"



Brushes for Show Card and Display Work

FLAT RED SABLE SINGLE STROKE SHOW CARD BRUSH—
Water or Oil



Made with a copper ferrule, nickel-plated. Cuts a line from top to bottom that is absolutely uniform, and is the fastest and finest Single Stroke on the market today. While more costly than the ordinary sable, the difference in working and lasting qualities makes it well worth the difference in cost.

Width, inches.....	1/8	1/4	3/8	1/2	5/8	3/4	1	1 1/4
Length, inches.....	12-16	13-16	14-16	15-16	1	1 1/8	1 3/8	1 1/2
Each.....	\$0.25	\$0.45	\$0.60	\$0.85	\$1.35	\$1.70	\$2.50	\$3.25

RED SABLE SHOW CARD LETTERING BRUSH—Water or Oil



The brush without a fault—full of life—makes a clean, sharp line, and will last for years with proper care. Well worth a trial. Absolutely guaranteed.

Show Card Style, Seamless Ferrules

Size	Length in.	Each	Size	Length in.	Each
No. 1.....	9-16	\$0.20	No. 7.....	15-16	\$0.85
No. 2.....	5/8	.25	No. 8.....	1	1.00
No. 3.....	11-16	.35	No. 10.....	1 1/4	1.40
No. 4.....	3/4	.45	No. 12.....	1 1/8	2.00
No. 5.....	13-16	.55	No. 20.....	1 1/2	2.50
No. 6.....	7/8	.70			
Set of first 8.....		\$3.00	Set of 11.....		\$8.00

Please note that our sizes are not Rigger sizes. A No. 8, in our Brush, is as large as a No. 16 in the Rigger.

FLAT OXHAIR SINGLE STROKE—Water or Oil



Comes to a square edge. Can be used for either oil or water. Best stroke ever made, and its price is very satisfactory. Bell-shape ferrule.

Width, inches.....	1/8	1/4	3/8	1/2	5/8	3/4
Each.....	\$0.20	\$0.25	\$0.30	\$0.35	\$0.40	\$0.45
Width, inches.....	7/8	1	1 1/4	1 1/2	1 3/4	2
Each.....	\$0.48	\$0.50	\$0.75	\$0.90	\$1.20	\$1.50
Set of first 8.....	\$1.60	Set of first 10.....	\$2.75	Set of 12.....	\$5.00	

GORDON & GEORGE SPEEDBALL PENS

Made in Nos. 1, 2, 3, 4 and 5, Made in Nos. 1, 2, 3, 4 and 5,
Style A, Square Points. Style B, Round Points.
Price, 10c each, or one box of One box of 5 sizes, assorted,
5 Pens, assorted, style A...\$0.50 Style B.....\$0.50

The two assortments of Speedball Pens for 90c; or 1 doz. assorted as you wish for \$1.00.

MADE IN U. S. A.

M. M. "Inkspoon" Fits Any Steel Pen
Point

SILVER-PLATED, NON-CORROSIVE

Any steel pen-point can be transformed instantly into an ideal fountain pen with M. M. "INKSPOON," enabling you to write 500-800 words with one dip of ink.

Avoids constant dipping and prevents ink-blots on book or paper—lasts indefinitely.

The cost is merely a few cents, but many dollars worth of time and energy are saved; also improves one's writing. A trial will convince you. Satisfaction guaranteed.

DIRECTIONS

Hold the head of Inkspoon, pushing it into penholder under the pen-point just as you put in a pen. It can be bent to fit any shape of pen. The inkspoon's tip should touch the penpoint. (See illustration.)

To empty ink from INKSPHOON, simply hold the penholder in a vertical position and press the pen slightly on top of inkwell. PRICE: 6 for 25c.



(ACTUAL SIZE)

CRESCENT COATED SHOW CARD BOARD

Size of Sheet, 28x44

8-Ply		12-Ply		8-Ply		12-Ply	
No.	Each	No.	Each	No.	Each	No.	Each
White.....	61	\$0.16	71	\$0.25	Buff.....	65	\$0.16
Primrose Yellow..	62	.16	72	.25	Light.....	66	.16
Seafoam Green...	63	.16	73	.25	50 sheet lots.....	15	.24
Shell Rose Pink..	64	.16	74	.25	100 sheet lots.....	14	.23

In less than 100 sheet lots, add 25c for packing. You can assort your order any way you wish.

Crescent Coated
8-ply, 22x28, per sheet...\$0.08 12-ply, 22x28, per sheet...\$0.13

SHOW CARD BOARDS

Size of Sheet, 22x28

Coated Per				Coated Per			
Ply	Sides	Sheet		Ply	Sides	Sheet	
Light Blue.....	4	2	\$0.07	Coral.....	4	2	\$0.07
Red.....	4	2	.08	Orange Yellow.....	6	2	.09
Orange Yellow....	4	2	.07	Maroon.....	6	1	.09
Lilac.....	4	2	.07	Ultra Blue.....	6	1	.09
Salmon.....	4	2	.07	Rich Brown.....	6	1	.09
Fawn.....	4	2	.07	Bottle Green.....	6	1	.09
Light Green.....	4	2	.08	Black.....	6	1	.09
Pearl.....	4	2	.07	White.....	8	1	.09
Lemon Yellow....	4	2	.07				

If you will order 50 sheets assorted, we will allow a discount of 1c per sheet. In less than 50 sheet orders add 25c to your order for packing.

These prices are F. O. B. Chicago, and subject to change without notice.

Color Cards of all these Boards yours for the asking.

W-K MAT BOARDS

"They are Clear in Color—Supreme in Quality"

Crescent Board is distinctly different, because it is made expressly for the show card writer—has a smooth surface for rapid work, and covers all the new and attractive colors, finished with a hard body. No window is complete without a proper toned Crescent Card. Make your selection from the following numbers.

No.	Color and Size	100 shts. per sht.	50 shts. per sht.	25 shts. per sht.	less per sht.
24	White and Cream, 30x40, Thin.....	\$0.16	\$0.17	\$0.18	\$0.22
34	White and Cream, 30x40, Double.....	.18	.19	.20	.24
44	White and Cream, 30x40, Triple.....	.30	.31	.32	.36
140	Yellow Brilliant, 28x44, 8-ply.....	.15	.16	.17	.19
141	Orange Brilliant, 28x44, 8-ply.....	.15	.16	.17	.19
142	Red Brilliant, 28x44, 8-ply.....	.15	.16	.17	.19
143	Green Brilliant, 28x44, 8-ply.....	.15	.16	.17	.19
147	Lt. Blue Brilliant, 28x44, 8-ply.....	.15	.16	.17	.19
148	Black Brilliant, 28x44, 8-ply.....	.15	.16	.17	.19
150	Yellow Brilliant, 28x44, 12-ply.....	.24	.25	.26	.28
151	Orange Brilliant, 28x44, 12-ply.....	.24	.25	.26	.28
152	Red Brilliant, 28x44, 12-ply.....	.24	.25	.26	.28
153	Green Brilliant, 28x44, 12-ply.....	.24	.25	.26	.28
157	Ult. Blue Brilliant, 28x44, 12-ply.....	.24	.25	.26	.28
158	Black Brilliant, 28x44, 12-ply.....	.24	.25	.26	.28
92	Circassian Walnut, 30x40, Regular.....	.45	.46	.47	.49
93	Illustrating White, 30x40.....	.24	.25	.26	.28
101	Smooth Gold, 30x40.....	.55	.56	.58	.60
108	Rough Gold, 30x40.....	.55	.56	.58	.60
215	Chocolate, 30x40.....	.19	.20	.21	.23
219	Ivy Green, 30x40.....	.19	.20	.21	.23
221	Jet Black, 30x40.....	.19	.20	.21	.23
223	Light Gray, 30x40.....	.19	.20	.21	.23
224	Dark Gray, 30x40.....	.19	.20	.21	.23
227	Emerald Green, 30x40.....	.19	.20	.21	.23
235	Copley Gray, 30x40.....	.19	.20	.21	.23
242	Navy Blue, 30x40.....	.19	.20	.21	.23
250	Seal Brown, 30x40.....	.19	.20	.21	.23
254	Autumn Brown, 30x40.....	.19	.20	.21	.23
453	Med. Brown Cloud, 30x40.....	.24	.25	.26	.28
456	Golden Cloud, 30x40.....	.24	.25	.26	.28
457	Green Cloud, 30x40.....	.24	.25	.26	.28
460	Grey Cloud, 30x40.....	.24	.25	.26	.28
471	Clouds, 30x40.....	.24	.25	.26	.28
472	Harvest, 30x40.....	.24	.25	.26	.28
473	Twilight, 30x40.....	.24	.25	.26	.28
474	Autumn, 30x40.....	.24	.25	.26	.28
475	Forest, 30x40.....	.24	.25	.26	.28
476	Tempest, 30x40.....	.24	.25	.26	.28

Packing Charges: 50 cents charged for crating and packing 49 sheets or less; 25 cents charged for crating and packing from 50 to 99 sheets. On purchases of 100 sheets or over crating is free. Five per cent discount where your order is over 100 sheets.

We ship all card and mat orders the day we receive them.



WALLBRUNN, KLING & CO.

327-329 South Clark St., Chicago, Illinois



Display Ideas That Claim Attention

SCHACK HAS THEM

in

The New Spring Flower Book

which is just off the press

Don't Worry Over Your SPRING DISPLAYS

SCHACK HAS ALREADY DONE THAT

Why not prove to yourself that SCHACK has new ideas for SPRING by writing now to the Catalog Department for a copy of

Schack's Spring Flower Book

IT'S FREE—GET ONE

and incidentally be entered on our mailing list so you will receive each Flower Book as it is printed. Do this now and assure yourself that you will have



Displays That Claim Attention

THE SCHACK ARTIFICIAL FLOWER CO.

1739 to 1741
Milwaukee Avenue

CHICAGO

Two Phones
Humboldt 304 and 4867

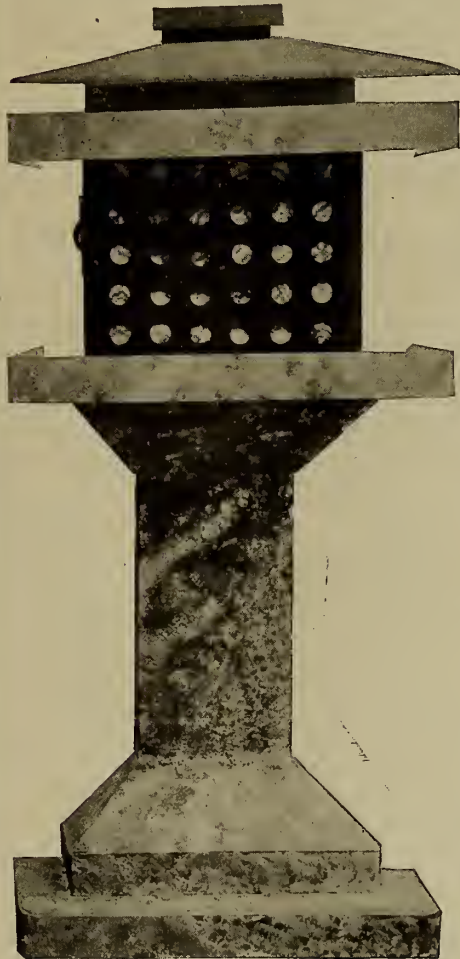
Show Window Architecture

A book of new decorative ideas developed in the Schack Studios.

Will be off the press February 15.

We have just completed an unusually interesting **Special Supplement** showing a variety of handsome, new designs expressed in wall-board in combination with cretonne and other materials.

These original designs are now shown for the first time and will prove of greatest interest to every displayman. They will be a big help to the displayman who is in need of practical suggestions for his spring decorations. The two illustrations on this page are typical of the many shown in this book.

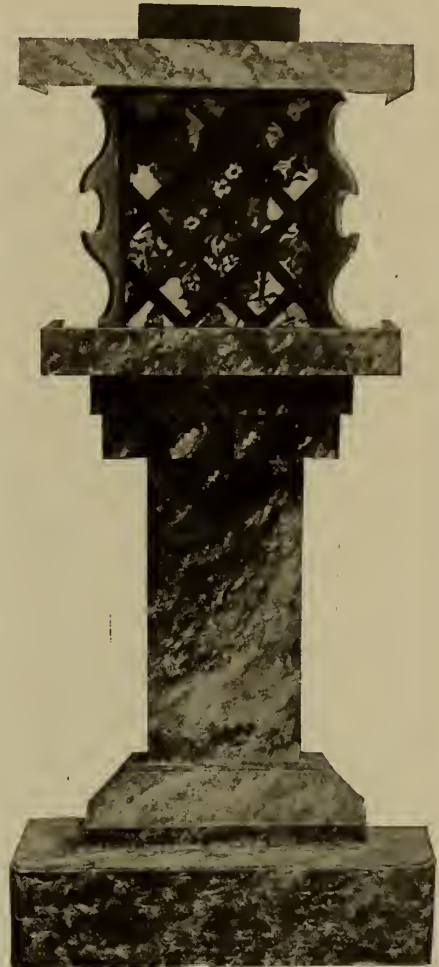


The new supplement also shows a big variety of

**New Designs in
Reed and
Wicker Ware**

produced in our own
factory.

**Send Today for
this Free Book**



A Word About Prices

In comparatively few years, from a very small concern, we have grown to be the largest manufacturers of artificial flowers in America.

The principal reason for this rapid growth has been our low prices and high quality.

Our business has been built upon the policy of "The best possible value for the money."

We shall continue this policy as long as we are in business. If our prices are higher than they have been, it is because of the great advance in the cost of materials and labor.

Compare our goods and our prices with those of any other dealer and you will find our values are the best to be found anywhere.

The Schack Artificial Flower Co.
1739-1741 Milwaukee Avenue **CHICAGO**



This is only one of the many new Wax Figures pictured in our New 1920 CATALOGUE

This catalogue we believe to be one of the most helpful issued because it contains only the very latest designs and construction in Wood and Metal Fixtures, Wax Figures and Papier Mache Forms, Valances, Plushes, Garment Racks and Hangers and all other needed fixtures for the store.

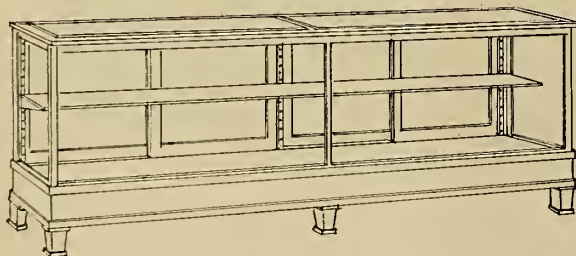
All the old, antiquated fixtures usually found in fixture catalogues have been eliminated. This will be found a great convenience in helping you choose your fixtures.

New Wood Fixtures in Period Designs

The most attractive fixtures ever designed are the Period Wood Fixtures in authentic classic designs. The artistic beauty of these fixtures is such that their use adds immeasurably to the beauty of the goods on display.

A NEW DEPARTMENT

Store Interior Planning and Building



We are now equipped to build complete interior equipment for your store. An important feature of this department is the helpful store planning service we are prepared to give you. Up-to-date merchandising can only be done where your fixtures and fixture layout has been planned by an expert in scientific merchandising.

New Ideas in Interior Equipment

Because we do not have any old machinery, patterns, designs or stock we have been able to build up our line in such a way that every fixture, be it show case, cabinets, shelving, etc., is absolutely the latest in design, construction and efficiency.

We can furnish regular stock equipment or can design and build fixtures in special design and finish.

USE THIS COUPON

Send for Your Copy of Our New 1920 Catalogue.

This catalogue is just off the press. Every merchant and window display man should have it as a ready reference guide in picking out those fixtures that will give best display for all lines of merchandise. Be sure to send today—use the coupon on this page.

The Superior
Brass &
Fixture Co.,
316 W.
Jackson Blvd.,
Chicago.

Please send your new
1920 catalog.

Name
Address
Town
State

**The Superior Brass
& Fixture Company**

**316-318 W. Jackson Boulevard
CHICAGO**

THE DECORATORS SUPPLY COMPANY



Y the Window Display you indicate to the passer that the merchandise, service and environment are of high standard.

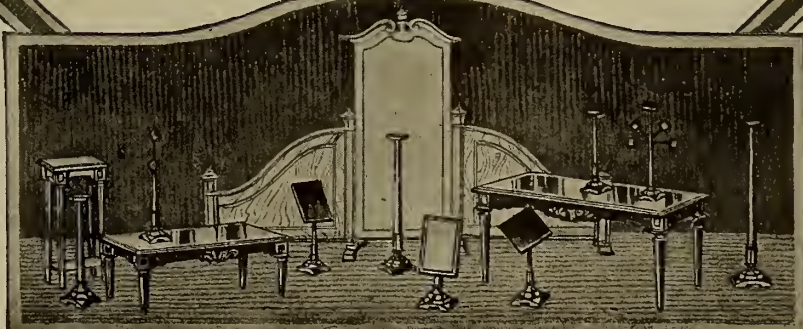
You can have the *Best Patronized Store* in the community if you equip with our *Distinctive Fixtures*.

Catalogue "W" sent on request, illustrates fixtures, backgrounds and other decorations, shows many interesting ideas for the display of merchandise. The largest factory of the kind in the world invites your inspection.

THE DECORATORS SUPPLY CO.

ARCHER AVENUE AND LEO STREET
CHICAGO, U. S. A.

The fixtures
shown are
on *Correct
Gothic
Lines*



Decorative Papers for Backgrounds



Complete background made with a \$4.50 scenic paper panel.

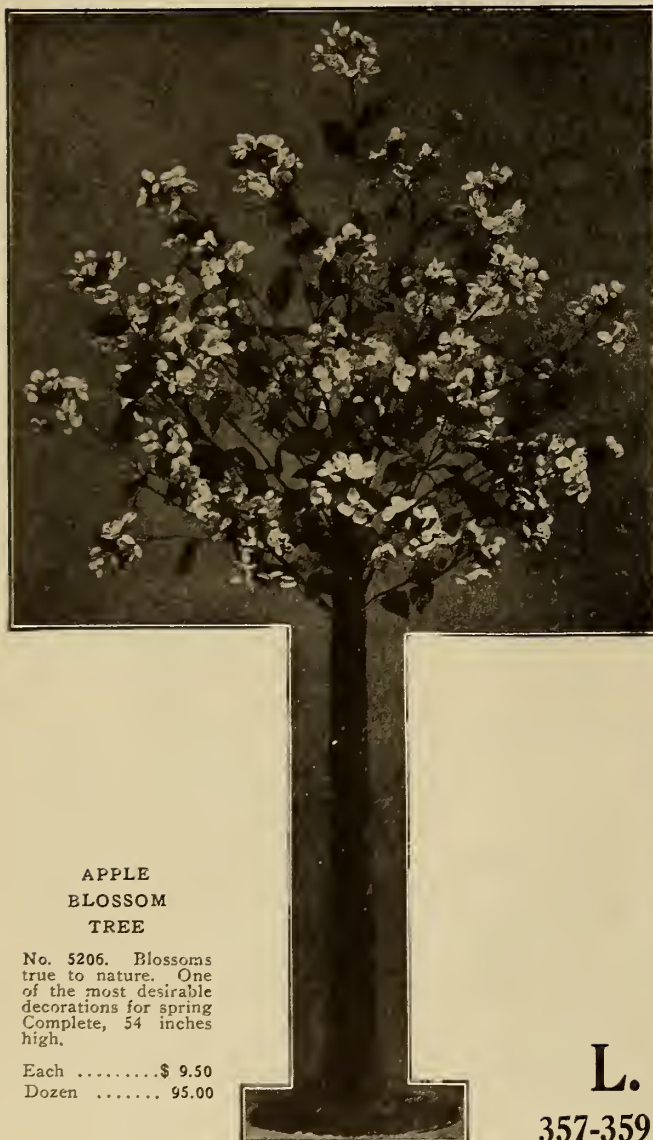
THE use of scenic panels in show window background decoration has created a demand for inexpensive panels, and in order to fill this demand several of the wall paper manufacturers are now making what they call Art Panels designed primarily for show window use.

As an illustration of what can now be had along this line, we show in our first illustration on this page a panel designed for a complete background.

This panel coming in three sections, each section five feet high and forty inches wide. Therefore, when the three of them are placed together, as is shown in this background illustration, the scenic panel itself will be five feet high and ten feet wide.

This particular panel designed for use in the Spring and Summer seasons represents a large apple-tree in full bloom, the colorings used are in pinks, greens and brown.

The cost of this complete scenic panel is \$4.50.



APPLE
BLOSSOM
TREE

No. 5206. Blossoms true to nature. One of the most desirable decorations for spring Complete, 54 inches high.

Each\$ 9.50
Dozen 95.00



No. 5211
LILY STALK.
No Pots

30-inch, of fine sateen lilies and buds.
Each\$ 1.00
Dozen 10.00



APPLE BLOSSOM SPRAY
Apple Blossom Spray, No. 5217, to be used with panel background shown on this page. Same is 24 inches high.
Single spray\$.75
Dozen sprays 7.50

L. Baumann & Company
357-359 West Chicago Avenue CHICAGO, ILL.



No. 6153.—ROSE SPRAY.
No. 6153. American Beauty Rose Spray, a beautiful flower with six leaves on a 30-inch stem; flower is double petaled, true to nature. One of the most exceptional values we have ever offered. Besides the regular beauty shades, we have it in pink, yellow and white. Dozen.....\$3.50



LILAC SPRAY

Special Lilac Spray, beautiful flower and 7 leaves, can be had in all different lilac shades, blue, lavender, red, lavender, white or pink. Price for this is exceptional. Per dozen sprays.....\$5.00



No. 376. Rambler Rose Vine or Garland. Same is made very heavy as per illustration. Can be used as vine, spray or garland, very decorative. Comes in red, white, pink or tea. Per dozen yards.....\$9.00



EASTER LILY SPRAY

Easter Lily Spray. Don't forget to use a few Easter Lilies for your Spring and Easter trim. A beautiful white sateen Easter Lily with foliage 18 inches high. Per dozen sprays.....\$3.50



WISTARIA GARLAND

No. 5210. In the most delicate shades of lavender, pink, white and yellow; the foliage is high grade, graceful and natural. Complete, 5 feet high. Each\$8.00. Dozen\$80.00
Garland without tree stump—
Each\$6.00. Dozen\$60.00
May be used to good advantage for a background.

BEST MERCHANDISE LOWEST PRICES

L. Baumann & Company
Leading Importers and Manufacturers

357-359 West Chicago Avenue

CHICAGO

Send for Catalog



Something Different

Each spring you're looking for "something different." Something better than last year's trim. Something startling.

This year do the trick with Beaver Board. Design a big cutout background and get away from the stereotyped window trim. Make it full of colors—something that will stand apart from anything on the street.

Beaver Board lends itself to the unusual ideas. It makes ideal panels yet it is

sturdy enough for the largest kind of cutouts.

Beaver Board is a permanent sort of material. It can be used over and over again. It is true lumber product built up into large flawless panels from fibres of the spruce tree.

You can quickly recognize genuine Beaver Board by the trade-mark printed on the back of every panel. Look for this trade mark.

Send for helpful window display literature

THE BEAVER BOARD COMPANIES

Administration Offices, Buffalo, N. Y.; Thorold, Ont., Canada; London, Eng.

Offices in principal cities of the United State and abroad

Distributors and dealers everywhere

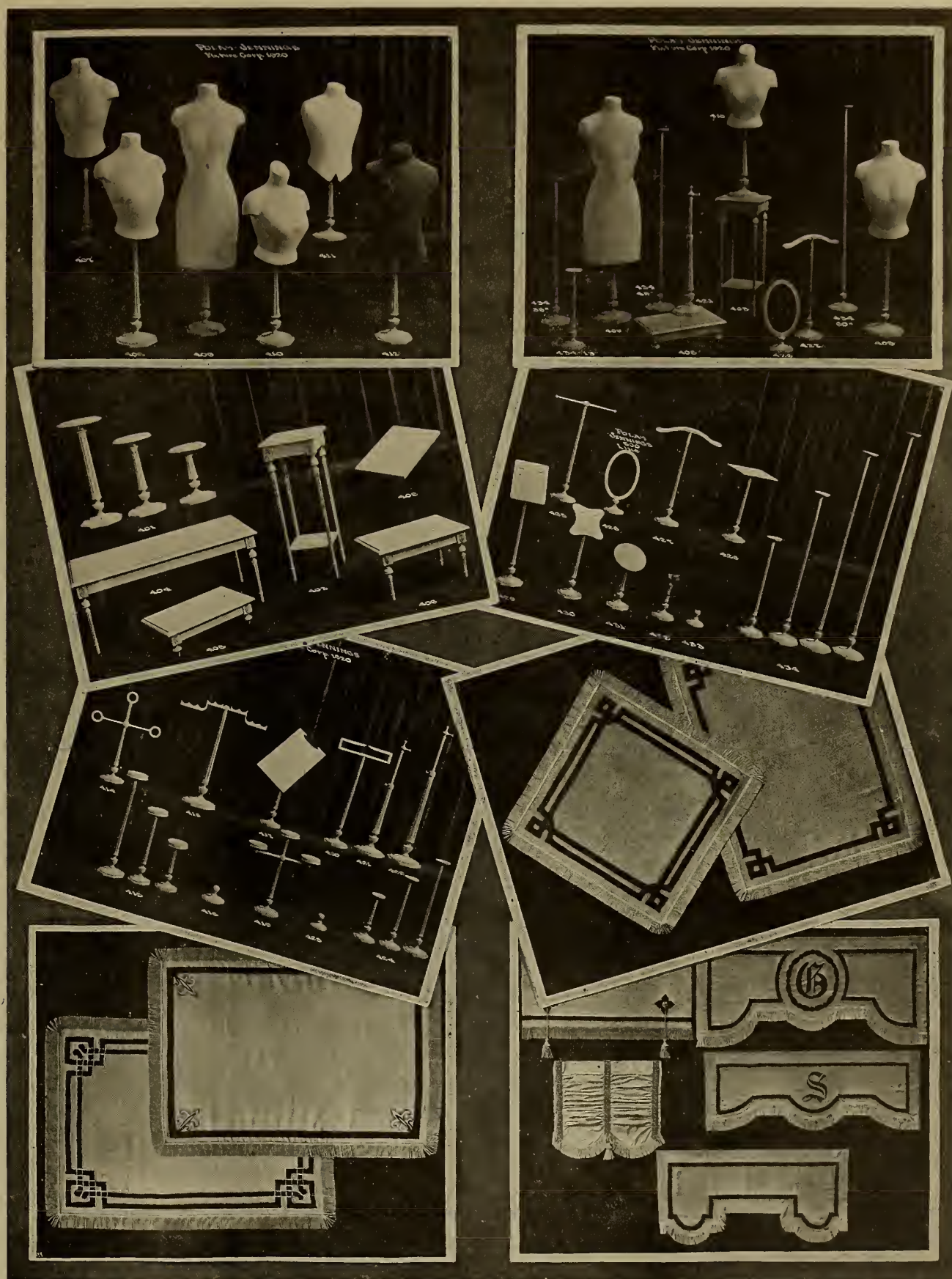
BEAVER BOARD

You can't expect Beaver Board results unless this trademark is on the back of the board you buy:



FOR PERMANENT OR TEMPORARY BACKGROUNDS, CUTOUTS AND DISPLAYS

Our "400" Line of Faultless Fixtures



Here we show a few numbers from our beautiful "400" Line for 1920. Order Now.
Polay-Jennings Fixture Corp., 1007-9-11 Blue Island Ave., Chicago
 Manufacturers of World's Finest Display Fixtures



Spring Decoratives

Maidenhair Fern Branch, Nat. Pres. Fireproof, with Snowdrop Flowers, as per illustration, spread 24x40 inches, per 10 Branches.....\$7.50

Ferns can be furnished in Green, or any color desired or a combination of two-tone in each fern.

Maidenhair Fern Sprays, Natural Pres. Fireproof as used in illustrated branch, best, selected sprays, any color, per 100.....\$ 4.50
Per 1,000 40.00

Maidenhair Fern Garland, any color, very effective as a festoon average spread 15 inches, per 10 yards.....\$3.50; per 100....\$30.00

Asparagus Fern Sprays, Nat. Pres., all tipped and selected per 100\$5.50

Apple Blossom Branch, with Nat. Pres. Foliage 24x36 with 8 clusters of Apple Blossoms to each branch, per 10.....\$5.00

Apple Blossoms, Single of Fireproof Muslin, per gross.....\$0.65

Beech Branches, Fireproof, the best and selected branches you can possibly obtain, these are not to be compared with the small size sprays you are usually offered, our branches are from 36 to 48 inches in length and 24-inch spread, rich in foliage, a few flowers added to these branches will create a splendid Spring decoration. Beech Branches can be had in Green, Red, Tan, or combination of Pastel shades, per 100.....\$10.00; per 1,000.....\$90.00

These are only a few of our wonderful Spring Decoratives, we will gladly submit free of charge any samples desired.

J. HARTWIG COMPANY

28-32 Pellington Place, Brooklyn, N. Y.

Show Room, 24 West 30th St., New York City

Beautiful Southern Greens the Ideal Decorations for Spring

Use Nature's own exquisite decorations for your spring windows. We have unlimited facilities for supplying you with every variety of southern green—fresh from the woods.

Southern Wild Smilax—This is the daintiest and most satisfactory green foliage decoration to be had. Graceful, easily handled, costs little, and lasts long.

Case	Contents	Weight	Price
No. 1	100 sq. ft.	15 lbs.	\$1.00
No. 2	200 sq. ft.	20 lbs.	2.00
No. 3	300 sq. ft.	25 lbs.	3.00
No. 4	400 sq. ft.	30 lbs.	3.50
No. 5	500 sq. ft.	40 lbs.	4.00
No. 6	600 sq. ft.	50 lbs.	4.50

Long Needle Pines—Long, glossy needles and beautifully marked stems—lasts almost indefinitely. Packed in paper lined burlap. Per doz., \$1.25; per 100, \$7.00.

Magnolia Foliage—The leaves are a rich glossy green on top and a soft, velvety brown beneath. A most beautiful and lasting decoration. Packed in same size cases and same prices as Smilax.

Southern Grey Moss—This is a novel and harmonious decoration especially adapted to hanging baskets, festoons, wall or post treatment, etc. Per 25-lb. bag.....\$3.00

Fadeless Green Sheet Moss—Ideal for window floors and can be used in a great variety of other ways. Harmonizes with all kinds of merchandise. Per bag, about 100 sq. ft.\$4.00



Southern Wild Smilax.

Order from this ad—we guarantee absolute satisfaction

All Prices F. O. B. Evergreen, Ala.

KNUD NIELSEN

Evergreen, Alabama

Our Luxurious Lounge

—a comfortable business headquarters for YOU

The "Guide to Better Window Displays" is ready—write us NOW on your letter-head for your free copy!

When we located here, at our new quarters on Wabash Avenue—we planned far ahead for your comfort—and provided for a most luxurious and restful lounge.

We enclosed a portion of our expansive display rooms in glass to keep out the noise and dust of the busy city—and filled it with big comfortable chairs and soft rugs. We want you to make it **your** business headquarters in Chicago—there are telephones, writing tables, and all conveniences. And it is so accessible—right in the heart of Chicago's loop—"only one minute from State Street."

And you will be interested in the wonderful new display rooms—filled with our latest creations in artificial flowers and decoratives. The exhibition window displays are another new feature, and may hold a suggestion for **you**.

Mr. Harry T. Jones with his long experience in State Street displays is at your service—at no expense to you—to aid you in planning your own displays.

The Adler-Jones Co.

***206 S. Wabash,
Chicago***



When Making Changes In Your
Store Front, Do Not Overlook

The Most Important Improvement—Your Show Window Lighting



*No other change, no matter what the cost,
will so improve your windows*

A one-piece glass silver plated reflector of special design is now the recognized standard for window lighting. Compared to trough reflector or any other system, double the light will be obtained, using the same lamps. Not only twice the light at the same cost, but a better quality, making the window attractive and the goods displayed desirable.

Of Reflectors of This Kind,

"PITTSBURGH" REFLECTORS are

Insist on "Pittsburgh"
from your electrical
contractor.

The utmost in efficiency.
Unequalled for durability.
Most economically installed.
Lowest in price.

Write for catalog.
Submit sketch of window
for free lighting plans.

PITTSBURGH REFLECTOR AND ILLUMINATING CO.

Chicago Office,
565 W. Washington St.

PITTSBURGH, PA.

San Francisco Office,
75 New Montgomery St.

USE NATURE'S DECORATIONS

Beaven's natural southern greens have a quality and distinction that no manufacturer can imitate. Evergreens of various kinds attain a wonderful perfection in this locality and the varieties we handle retain their freshness and beauty for a great length of time. We have had many years' experience in handling these greens and we guarantee every shipment to be satisfactory in every particular.



MAGNOLIA FOLIAGE

The magnolia is a wonderfully effective decorative foliage which can be used in a great variety of ways. It can be handled without damage and lasts almost indefinitely. Fine for windows or interior. Can readily be resold in form of wreaths, sprays, etc.

No. 1.....\$1.00	No. 4.....\$3.50
No. 2.....2.00	No. 5.....4.00
No. 3.....2.00	No. 6.....4.50

No Artificial Decoration Can Compare with Southern Greens

LONG NEEDLE PINES

This is an especially pleasing window decoration. It is also recommended for resale. It stands handling well and will not wilt or fade. You can use these for window or store decoration and later sell them at a good profit.

	Each	Dozen	Hundred
2 feet high.....	\$0.10	\$1.00	\$6.00
3 feet high.....	.12½	1.25	9.00
4 feet high.....	.15	1.50	11.00
Assorted sizes, 2 to 4 feet.....		1.25	8.00
Extra large sizes, 5 to 6 feet.....	\$0.50 each.		

SOUTHERN WILD SMILAX

This is without doubt the most satisfactory decorative green known. Will last for a great length of time, dries green and looks almost as well when dry as when fresh. Leaves do not drop off easily. Very light to ship. This is the most inexpensive decoration you can buy.

Case No.	Covers Approx.	Weight	Price	Case No.	Covers Approx.	Weight	Price
1	100 sq. ft.	15 lbs.	\$1.00	4	400 sq. ft.	30 lbs.	3.50
2	200 sq. ft.	20 lbs.	2.00	5	500 sq. ft.	40 lbs.	4.00
3	300 sq. ft.	25 lbs.	3.00	6	600 sq. ft.	50 lbs.	4.50

CHAMAEROP PALM CROWNS

Highly effective for window or store decoration and ready sellers. When placed in a vase, it is impossible to tell the chamaerop from a living palm. These will be found most satisfactory for decorating or resale.

	Each	Dozen	Hundred		Each	Dozen	Hundred
3 feet.....	\$0.15	\$1.50	\$11.00	5 feet.....	\$0.25	\$3.00	\$20.00
4 feet.....	.20	2.25	15.00	Assorted sizes.....		8.00	20.00
5 feet.....	.30	3.50	25.00				

SABAL PALM LEAVES

A pleasing and popular decoration especially adapted to store interiors. Are quite inexpensive and make a novel and popular souvenir for the holidays or any special occasion. Combined with holly, this leaf makes a very satisfactory souvenir. Dozen, 25c; 100, \$2.50. Special low rates per 1,000.

HOLLY FOR CHRISTMAS

It is none too early to plan your holiday displays and to order the decorations you will need. You will find our Holly the best possible foliage you can use for your Christmas windows. It is a beautiful deep green leaf with bright red berries and carries with it the true Christmas sentiment. Beaven's holly is always selected with the greatest care.

5 lb. box.....	\$0.75	40 lb. box.....	3.00
15 lb. box.....	\$1.25	60 lb. box.....	3.50
25 lb. box.....	2.00		

Beaven's Fadeless Green Moss is an ideal covering for show window floors. Bags containing 100 sq. ft., price.....\$4.00

We Can Save You Money By ordering from us, you can save a big proportion on the cost of your decorations or you can have much more elaborate decorations at the same cost. Send us your order early, even if you specify a deferred shipment.

Order from this page—we guarantee all these decorations to be right and satisfactory—All prices F. O. B. Evergreen, Ala.

E. A. BEAVEN CO.,

Evergreen, Ala.



212/P.C.
Flesh tinted enameled bust, jersey
body, 12-in. wood Colonial base.



Quality

Service

Perfect Models for Prevailing Styles

Women's Garments will appear more attractive, displayed on our NEW LOW BUST FORMS for Spring—1920.

Increased sales will pay for them within a short time, through better showing of your merchandise.

Our extensive line of forms and fixtures in various coverings and finishes enables us to furnish you with your particular requirements.

We have everything to make your window and interior displays perfect.

We ask your permission to submit a sample of anything you need in our line, at our expense, and we are confident you will favor us with your order.

When in our city, we extend a cordial invitation to visit our display room and factory.

The Buckeye Fixture Co.

Established 1892

Manufacturers

Metal and Wood Display
Fixtures of Quality
Artistic Wax Figures, Enameled
Dress and Waist Forms
Clothing Racks and Hangers

Factory and Salesroom
1292 West Fourth Street, N. W.

CLEVELAND, OHIO



212/D. H.
Flesh tinted enamel bust,
sateen body, 10-in. metal base.

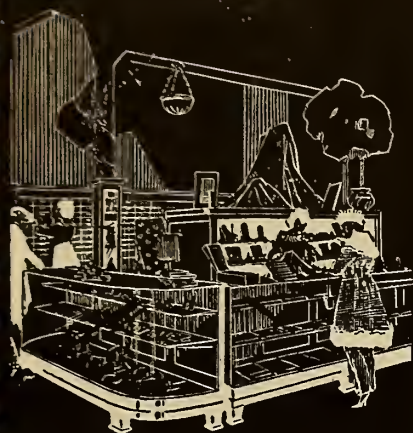


832/P. C.
Entire form in flesh tinted enamel 7½
in. wood Colonial base.
We can furnish same form enameled
bust jersey body.



832/D. NS
Entire form flesh tinted enamel. 7-in.
metal base. 5½-in. standard.
We can furnish same form enameled
bust, jersey body.

The Single Aim



of our institution, and every man in our plant, is to take up the problem of arranging your store, as if it were the only one we had; to concentrate on it with minds trained for the work, and then to lay out your departments so that every showcase and fixture in them will suggest but one thing—BUY.

That's Method in Merchandising.

The Welch-Wilmarth organization includes a corps of merchandising and architectural engineers, each of whom is here because he is the ultimate in his line.

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MERCHANTS RECORD and SHOW WINDOW

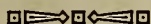
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Efficient Show Case Lighting

*Good show case lighting a prime factor in merchandising
—The poorly lighted case is, in effect, merely a place to
store goods—Properly illuminated it becomes an active
agency for promoting sales.*



By Thos. F. Chantler
The Society for Electrical Development, Inc.

R. H. Macy & Co., New York City, it is reported, estimate the service of their display windows as being worth \$100,000 annually. What then must be the value of the service performed by the well trimmed and properly illuminated show cases in a store of that magnitude? True, the window display is within view of all who pass, while the inside show case is restricted in its appeal to those only who enter the store. But of those who pass the show window many are outside of the class it is desired to interest, others are not in the humor of buying; of the stream of humanity flowing past a given display window much cannot be depended upon to turn the wheel of patronage. In other words, those who pass the windows represent the "run-of-mine" of possible patronage; whereas those who enter the store are "hand picked." On the average, the frontage of show and wall cases in a metropolitan department store will be in the proportions of perhaps ten to one to that of the windows. But whatever the proportions may be, enough has been said to emphasize the importance of the show case as an agency in promoting sales.

Display has always been a big factor in selling and it is being more and more depended upon each day. The modern merchandiser acts on the eminently correct theory that the more merchandise he can induce the buying public to note and inspect the greater his sales will be. A customer may enter the store to effect an exchange or to register a complaint, and walk out a satisfied possessor of this, that and the other thing in the way of merchandise—all because of display.

Good show case lighting is perhaps more difficult of accomplishment than to correctly illuminate the store or the windows; the conditions to be harmonized differ quite radically. For instance, the light is between the customer and the goods, as he stands looking down on or into the show case; under ideal conditions all the light is utilized inside of the case; the light sources must be concealed from the observer. Again, the visibility of non-luminous objects depends upon the light which they reflect; and since their apparent brightness is regulated by the relative brightness of nearby objects, any glow or glare occasioned by the light sources or high reflecting surfaces cannot be permitted. Also, the intensity of illumination throughout the store must be given consideration; for if the lighting of the store is higher in intensity than that of the show case, then the show case appears dull and dark by contrast. By practice the rule has been developed that: The illumination on the display in the show case should be twice the intensity of that throughout the room.

By reference to the best practice in show case lighting it is easily possible to formulate a few simple rules which will serve to explain the requisites to all; as follows:

1—The illumination in the interior of the case must, if satisfactory results are to be had, be double the intensity of the general illumination of the store interior.

2—The light must be of such quality and quantity as will best enable the observer to view the goods in as nearly as possible their true colors.

3—The temperature in the interior of the case

must not be raised to any considerable degree above that on the outside. (Aside from possible damage to goods because of an unnaturally high temperature within the case, such increase, unless evenly distributed, imparts varying temperature to the glass itself, making it extremely likely to crack with the first chilling drafts which strike the exterior of the case.)

4—The light sources must be concealed from the observer.

5—All of the light should be utilized within the case itself.

6—The lighting must not create a noticeably unpleasant glare.

With reference to the problem of determining the number and wattage of lamps for a proposed show case installation this recommendation from a bulletin issued by the Engineering Department, General Electric Company, will prove helpful:

"It has been found in practice that illumination on the display of double the intensity of the general illumination gives excellent results. With intensities accepted as standard, this result can be accomplished by using 25-watt lamps spaced two feet from center to center. In the case of stores that are especially well lighted, 40-watt lamps spaced 2-feet center to center may be used, or reflectors joined end to end and fitted with 25-watt lamps may be used in a continuous length."

The illumination should be sufficient to afford a clear view of the details of every object in the case, without at the same time being so strong and far reaching that the exhibit is made to appear flat. Shadows are useful and necessary to prevent that appearance of flatness, but, on the other hand,

they must not appear too dense; they should serve to bring out the form and outlines of the objects without obscuring the view. Strongly focused beams of light tend to produce harder shadows than do the more diffused beams. The use of frosted lamps therefore may be depended upon to minimize a too great tendency to heavy shadows. In a word, the properly illuminated case brings out the favorable features of the articles in it, gives a suggestion of shadowy relief and presents a finished and well balanced picture.

About Reflectors and Other Things

To begin with, the reflectors should screen the light itself entirely from the eyes of the observer standing in front of the case. Also they should project the light according to requirements, the dimensions of the show case being the determining factors. Reflectors may be obtained which give practically any distribution of light desired, and a careful study of them should be made from the large number of catalogs available. Reflectors are now so many and so varied in their purpose that a selection easily can be made to suit the exact requirements of the show-case-lighting problem in question. For general purposes it frequently will be found that the 45-degree reflector is most suitable, although other angles often are required for perfect results. The 45-degree reflector is made in a number of sizes and a variety of depths suitable for the different sized lamps.

All good lighting houses are in a position to give practical advice and intelligent assistance in selecting the show-case-lighting installation; and with such efficient help at command no merchant need endure the drag on his selling efforts occa-



EXAMPLE OF EXCELLENT SHOW CASE LIGHTING IN THE STORE OF KLEE BROTHERS, CHICAGO, ILLINOIS.



INTERIOR VIEW OF Z. L. WHITE CO. STORE, COLUMBUS, OHIO. SHOWING EXCELLENT SHOW CASE LIGHTING.

sioned by poor lighting. A rough sketch of his show cases, giving dimensions, and accompanied by explanatory references to the location of such cases and the scheme of the general store lighting, will be taken by the lighting engineers connected with the manufacturers of reflectors and from that basis complete diagrams will be worked out, detailing the placing of the lights, the wiring, and other such matters.

The old excuse of the difficulty of wiring already installed cases no longer suffices. That difficulty has been provided for. It now is possible to secure simple but highly efficient equipment which can be installed in unlighted cases at a very reasonable expense, particularly cases of the ready-made variety. Such cases generally are framed in wood. The system consists of the necessary footage of finished flexible conduit extending from a switch box under the case, up the back post and thence inside the case.

This provides an easy and inexpensive relief from poor lighting for the merchant using wood framed cases. The results compare favorably with

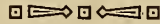
those found in the modern specially constructed cases—the light is so hooded that it does not strike the eyes of the observer; the counter does not heat up; and it is easy to clean the reflectors and lamps.

But very little more difficulty is met with in wiring metal framed cases, whatever difference there is occurring in the work of attaching the wires. Metal cases usually are almost knock-down in their construction, being held together by small bolted clips at the junctions of the glass and frames. These clips may easily be loosened and the insulated wire strung behind in such a way as not to crush the insulation and thereby occasion a short circuit. Another method is to make small, neat upright and horizontal strips of wood to fit the corners wherever the wires are to be strung, these to be fastened to the case itself at the points where the clips or screws of the show case proper are located. The strips should be aluminum painted or otherwise finished to match the show case. The strips, of course, supply a ready place for stringing the wires and attaching with staples, screws or any other method preferred.



Outfitting the Modern Store

Great building and remodeling era forcing store equipment manufacturers to limit of capacities—With building developments come new ideas in equipment designed for better service—Two new stores.



THE close of the war witnessed a great movement on the part of merchants in the building of new stores and remodeling of old ones. So great was this era of improvements in merchandising institutions that manufacturers of store equipment and fixtures found themselves literally swamped with orders with no practical assurances of meeting all the requirements as specified by those contemplating changes. No sooner had the manufacturers and dealers, by unusual efforts, begun to see a bit of relief in sight than another wave swept over the country with even greater decision than the one just experienced, and again are orders pouring in on the equipment and fixture men with increasing volume and rapidity.

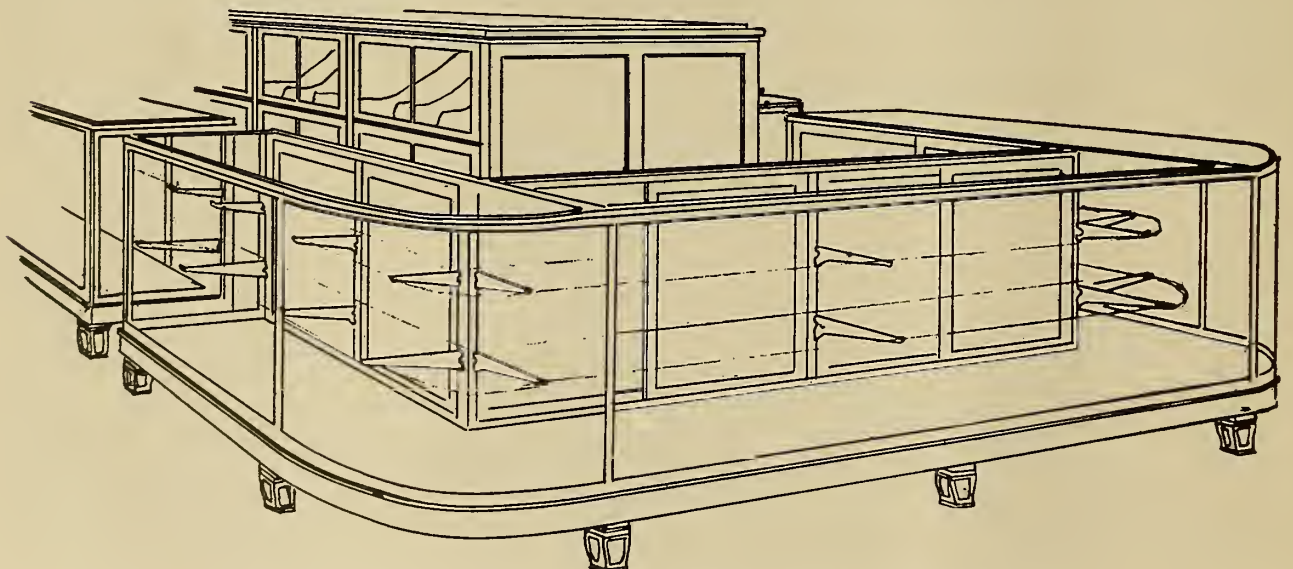
These great movements among merchants typify an advancement in the principles governing retail business and is straightforward testimony to the effect that the successful merchant is the aggressive merchant whose sound business methods manifest themselves in greater service to his customers. Along with the era of building and remodeling comes new ideas in store equipment designed for better service and efficiency, and pro-

gressive merchants are not slow to provide those items of greater efficiency and better service for the satisfaction of the comforts of customers, as well as for the increased profits afforded through their installation.

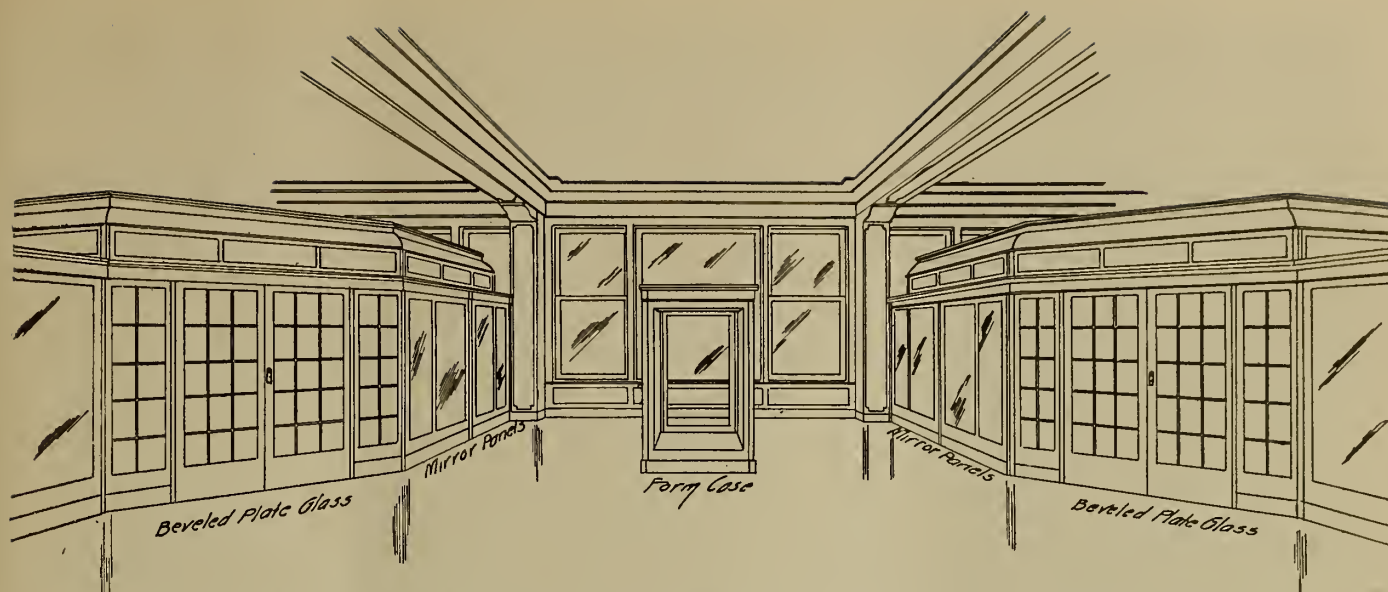
It may be taken for granted that new items of equipment and fixtures in retail stores are there because of their value in creating better service and for its ability to save time in the routine of purchasing merchandise.

The Emporium Dry Goods Company, Green Bay, Wisconsin, is one of the many concerns which have during the past few months moved into a new home. Only three years old, this business has expanded under the direction of C. W. Hall in this brief span of years until it is now recognized as one of the busiest and most highly esteemed retail institutions in the Northwest, and the past year has found business so great that the original Emporium store proved incapable of handling it. Hence, the new home.

The new building is three stories, with finely arranged departments stocked with complete lines of the latest afforded by the merchandise markets.



AN ILLUSTRATION OF A PRACTICAL COUNTER POPULAR IN MODERN STORE EQUIPMENT.



PERSPECTIVE OF OUTSIDE OF EVENING AND COSTUME ROOMS, WASHER BROS., SAN ANTONIO, TEXAS.

On the first floor are maintained notions, piece goods, hosiery and underwear. The stocks are most systematically handled on latest shelves and cabinets and in this manner afford a continued display of merchandise and the most efficient arrangement for speedy handling at time of sale.

The ready-to-wear section is maintained on the second floor and presents the most modern installation of latest equipment. All pieces of equipment and fixtures are finished in mahogany and in most attractive ornamentations. At the rear of the ready-to-wear section are located two fitting rooms of comfortable and spacious dimensions. A rest room is also maintained on this floor. Millinery and corsets are located on the third floor, and in addition, is a completely stocked infants' department set in an exclusive section of this floor and tastily decorated in ivory fixtures.

Toronto, Canada, now boasts a new store building ranking with best merchandising institutions in the United States and the Dominion, in the new Fairweather Limited building, recently opened to the public. The many features in the construction and equipment of this great store present the utmost in retail store architecture and outfitting. The exterior is profoundly impressive in beautiful lines, with an Indiana limestone finish. The Italian Renaissance is interpreted in its general style and a great cornice in Italian effect is attractively decorated in colors. The building is fireproof and contains practically every convenience in modern store service. Specially designed lighting fixtures have been installed and interdepartment telephones expedite the general service. Refinement and simplicity are blended artistically with rich elegance which function with the modern and efficient equipment to afford the maximum in store service.

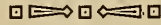
One of the outstanding features of the construction and equipment of the new Fairweather store is afforded in the store front, presenting a series of spacious display windows finished in panelings of rich African mahogany. F. G. R. Lacey directs the display department of this big, progressive establishment and his series of displays placed for the opening of the new store were acclaimed among the best ever produced in Toronto. Mr. Lacey has gained great prominence through his artistic accomplishments in display work, and is a prominent and active member of the International Association of Display Men.

The first floor presents backings and fixtures of brown finish contrasting pleasingly with the stone finish of the walls and massive columns. The second floor presents a series of color effects in equipment, French grey being the predominant tone. A striking color effect in blue and ivory is employed on the third floor. The first floor is given over to ladies' furs (shown in beautiful display cabinets), men's coats and men's ready-to-wear garments. On the second floor women's ready-to-wear garments are classified and displayed in modern revolving cabinets. At the rear of this floor is maintained the millinery salon in a rich color effect of French grey with ornamentations of silver. Women's blouses, neckwear, sweaters and lingerie are displayed on the fourth floor, all materials being enclosed in display cabinets. A workroom is also maintained on this floor.

Fairweather's Limited was established in 1867 and its tremendous growth is attributed to the reliability of its founders and their successors in the management of the business, together with the ever present desire to be of greatest service to the community it serves.

Solving Traffic Problems

D. P. Conery, traffic expert, tells of the many problems resulting in loss to merchants through poorly managed traffic departments—Shipping, routing and transportation comprise the duties of this important department—Solutions of general errors.



ADDRESSING the third annual convention of the Wisconsin Retail Dry Goods Association at Milwaukee recently, D. P. Conery, traffic manager of the Sheboygan (Wis.) Association of Commerce, recommended methods of remedy for many vital business problems experienced regularly in the routine of business transactions. Shipping, routing and transportation were subjects interestingly discussed by Mr. Conery, and the solutions for the correction of great losses through mismanagement and insufficient care exercised in these departments are to be found in the following paragraphs. Mr. Conery said, in part:

"Under the heading of Routing, I want to say that the majority of the overcharge claims which

this organization filed were due to misrouting on the part of the shipper, carrier, or the consignee in requesting routing when ordering their merchandise. Consignees should request routing their merchandise whenever it is practical. In case neither the consignee nor shipper show any routing on the bill of lading, it is the duty of the initial carrier to forward shipment via cheapest available route.

"Shipping of merchandise is a matter of vital importance and should be given more study and consideration than what is allotted to it. Improper packing, marking and billing are three of the worst evils we now have to contend with. Compliance with the rules and regulations of the classifications should be foremost in every shipper's mind who



SPECIAL INTERIOR DECORATION BY DAN H. TAYLOR FOR TAYLOR D. G. CO., JUNCTION CITY, KAN.



INTERIOR DECORATION AND CASE DISPLAY BY T. GUY DUEY FOR WURZBURG'S, GRAND RAPIDS, MICH.

should acquaint himself either personally or through his traffic department of what they are.

"Co-operation in every business today makes it a success, and for that reason co-operation with the carriers is bound to eliminate considerably the difficulties now being experienced by both parties. The bill of lading is the only contract executed between shipper and carriers and in the majority of complaints it is the only evidence necessary to reach a settlement or decision, and for that reason every shipper and consignee should thoroughly understand all its rules and provisions. This, together with a knowledge of what the rules of the Classification require, will be instrumental in reducing loss and damage claims, overcome some of the unnecessary delays in transit, reduce the amount of shipments that go astray every year, as well as lessen the number of lost shipments, which cause not only the repayment of money involved, but are responsible for considerable embarrassment on the part of the merchant and very frequently results in the loss of a sale as well as future custom and business relations. Proper packing insures safe delivery, correct and legible marking insures dispatch and quick delivery, legible and correctly executed bills of lading insure proper waybilling by the carrier. When the merchant or his agent has complied with

the foregoing and fulfilled his part of the contract, no doubt he will notice an improvement in his service. Then if the difficulties are not overcome the matter of responsibilities will rest with the carriers and the necessary steps should be taken to remedy any failure on their part to execute their terms of the contract.

"Another matter of importance in this connection is the movement of merchandise by express. Should the railroads be granted another increase in freight rates it will be a wise move on the part of the merchant to consider and investigate the cost by express and freight, thereby satisfying himself as to which is the cheaper, taking into consideration the service of delivery involved.

Force Claim Payment

"In several instances during the year where merchants filed their own claims, they were returned by the carriers with some explanation as to why the claim was in error and could not be entertained nor paid. The traffic department then took hold of them with the result that every one was paid without further protest. The ordinary merchant does not have the necessary weapons or information to enable him to retaliate in cases of this nature, and for that reason should have some department to refer matter for a conclusion.



PLATE No. 1066. DISPLAY BY HARRY H. HEIM FOR THE MARSTON CO., SAN DIEGO, CALIFORNIA.

The artistic and attractive arrangement was made by Mr. Heim and comprised one window of a beautiful series placed for the Spring Opening Exposition of 1919. The display featured the showing of black and white wearing apparel and an exquisite drape of charmeuse and fancy crepe. The floor was covered with white felt and the

flower was a white echium fosmosum grown at the San Diego exposition gardens. The background was embellished, in addition to the floral decorations, by beautiful carved ornaments. White satin was gracefully arranged in folds on the floor. Three cards were used in connection with the showing.

"On December 1 the old system of through inter-line billing from and to various railroads was discontinued, and this necessitates the rebilling of the shipments at the terminals of these lines. This item in itself is going to prove more or less annoying to the shipping public for various reasons, among which the principal item will be in the rate and freight charges.

"Errors are inevitable where rebilling is done, for overcharges and undercharges are bound to occur more or less through this operation. In some cases it may be the correct number of packages are not inserted on the re-billing, the rate from point of transfer to destination is incorrect, the advance charges may be omitted, and prepaid shipments billed collect, with the shipments reaching destination with the charges that are incorrect. The matter alone of dropping, or rather omitting the advance charges at point of transfer would allow the shipment to reach destination with the freight charges possibly one-half of what they should be, and the merchant in marking his goods for sale will assess only the freight charges that are on the face of the freight bill, irrespective of what the correct rate might be. Possibly his goods will be disposed of when the railroad company presents an additional charge or a balance due bill for possibly one-half more than what he already paid, and should have been assessed to this sale price. He is then obliged to pay for something for which he will receive no returns and have to be entered with his

profit and loss items. It is not very pleasant to have items of this nature confront one several times during the year. The undercharge or balance due bill is a bone of contention and always causes dissatisfaction to all concerned. Any consignee has a period of six years wherein to obtain reparation for overcharges, but the period of time to adjust and correct undercharges are at times very limited, especially when the turnover of merchandise is very rapid. This matter should be given due consideration, especially by the merchant who has no way of auditing his freight bills to determine whether or not his sale price is going to cover his total cost.

In conclusion, and summing up the foregoing, it develops that—

"1. Experience and results have demonstrated the necessity of a traffic department in connection with all business associations of this nature.

"2. Co-operation with the carriers is an important factor on minimizing claims of any character.

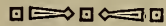
"3. Proper packing, correct marking, and legible bills of lading properly executed are essential in shipping.

"4. A knowledge of classification rules and requirements, as well as those carried on the bill of lading should be familiar to all concerned.

"5. Investigation as to whether express service or freight service is preferable after considering rates and time for delivery through both, is essential."

The Season of Painting at Hand

What color can do to make the store a bright spot—Merchandise will appear at its best only with the suitableness of its surroundings—Many defects in architecture can be overcome by proper selection and application of color.



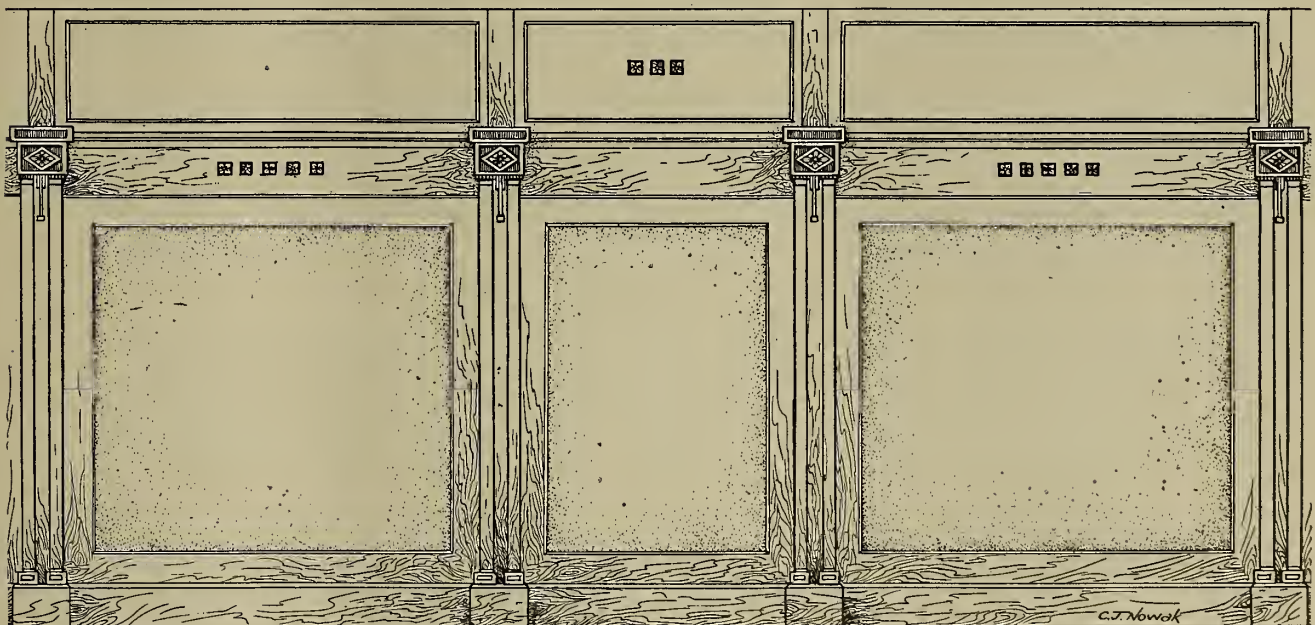
By C. J. Nowak

LITTLE attention need be paid to the harmony and color if paint is to be used merely to protect the surface, but to those who wish to get a harmonious effect and the best possible results from their investment, a knowledge of color values is important and an analysis of your individual problem is essential.

Color materially affects the appearance of surfaces and objects according to the speed with which the light rays travel. Red is designated as the aggressive color, as its light rays travel fastest; blue its opposite for speed, or the receding color, would be used as a basis, according to the area, and the results that are desired. Intensity of any color must be considered to secure various results. A dull red would not bring a surface as near the eye as a brilliant red, while a bright blue may make a surface appear closer than would a dull or pale red.

Red is usually employed as hangings about a stage to bring the plane apparently nearer the view of the audience. For the opposite reason the dull-est blue or black should be used only where the feeling for space is required, such as furniture booths; but, consideration must be given to lighting in considering color, and tone of color value in the merchandise to be displayed.

Green is considered a static color because it, like grey, unless influenced either by yellow or blue retains its apparent position. The rays of yellow expand in all directions, and is therefore considered the best color when apparent size of an object or a surface is to be enlarged without changing the position of that surface. For that reason orange can either make a surface appear smaller according to the amount of red used, or larger if the yellow predominates in the mixture. Violet can be either aggressive or receding,



PRACTICAL BACKGROUND SUGGESTION FOR SHOW WINDOW BY C. J. NOWAK, CHICAGO, ILLINOIS.

Three Combinations

There are three methods of combining colors in a practical manner, in a decorative sense. First, we have a combination made up of different values of one color or hue. The second combination is made up of related colors that lie next to each other in a selected color scale, and finally the color combination made by the use of contrasting colors, which are direct opposites of each other.

The first combination can produce a restful appearance though in some combinations it may have the tendency of becoming tiresome, while a combination of related colors on the other hand produces interest, since it avoids monotony, and is usually the safest combination. The third combination when properly used makes the greatest interest and produces the strongest optical effect.

No matter what combination is selected, any surface such as walls of a room, the floors, window draperies, or parts of the exterior of a building, the roof, doors, windows, etc., should have one color that predominates and which gives that surface the general effect of that one color chosen. Trimming is an important part of the exterior of the building, and when the trim is a small area in proportion to the body it should be treated in a lighter color than the body, preferably in the expanding tone of yellow. The building which is set up on a tall foundation should have a very careful selection of colors to overcome such architec-

tural construction. All horizontal lines should be made as prominent as possible without destroying unity of appearance. Cornices or gables should contrast with the body, but should match the roof tone if the room is to be painted. The same should be in a dark tone so as to lower apparent height. As it is necessary to reduce accentuating height, the trim color, naturally, should not contrast strongly with the body color.

Good results are produced where permissible by using two body tones for either interior or exterior treatment, the upper part of walls being treated with a darker tone and lighter tone for the lower parts, where buildings are finished in a combination of materials combining stone for lower and brick for upper part. This combination works out to good advantage, and has a further effect of broadening a narrow structure. Iron work on windows, shutters or flower boxes will add to the attractiveness of a building when the roof color is repeated, thus forming a satisfactory whole or blend.

Interior Treatment

When color is applied to the confines of a store room, the limitations of walls, ceilings and floors must be considered. Here the color problem is unlike that for the exterior surface. Floors should be given the feeling of strength; walls should have stability, and ceilings protection.



DISPLAY BY CLEMENT KIEFFER, JR., FOR C. A. WEED & COMPANY, BUFFALO, N. Y.



SECOND PRIZE, SATIN FRANCAIS CONTEST. DISPLAY BY F. B. WALDO, C. F. HOVEY CO., BOSTON, MASS.

Color is also highly important in the interior. Light, warm colors may make a dark cold room or show window appear just the opposite. To increase the apparent height of a room, vertical panels either of woodwork or color can be cleverly worked out, and to lower the apparent height of a room horizontal treatment of lines must be employed. The former appearance can also be secured by the use of a color, employing a very light value on the ceiling, a slightly darker value for the walls, and still darker for the wood trim, with contrasting hangings at the windows, made to hang straight down. In the room which is not only low but small, the lighter colors are essential. In a fairly large room, the ceiling should be very much lighter than the wall colors, though the latter need not be light.

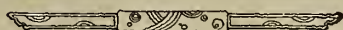
The placing of mouldings in the room which is too high for its length and breadth, will not only lower the apparent height, but will increase apparently the length and breadth as well, and in order to secure best results, colors should be used which are in harmony by contrast. The horizontal panels of color should be arranged from light to dark and from weak to strong, ie. a light buff on ceiling, a dark or medium buff on the middle wall, and a rich dark blue for the lower wall will give too high a room a very much broader and lower appearance.

If division of any kind by rail or moulding has been introduced in wall treatment, the color used on the surfaces and the woodwork should be so

arranged that the divisions will not be accentuated. When it is possible, vertical divisions can be used below a rail or moulding to add to the apparent height of a room or show window. By using color in the panels thus formed which contrasts with the color of the vertical strips, apparent height will be added.

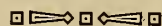
The so called cold colors, mainly the greens, which do not contain much yellow; the blues and violets which do not contain much red, as well as cold grays, are excellent for rooms or show windows which are exposed to the full rays of the sun the greater part of the day. On the other hand the warmer colors are desirable for north or northeast exposures.

The show window background illustrated here is ideally balanced in proportion, and can be readily adapted as laid out, for windows of the average size and proportion. The center panel can be used as a basis for windows where greater apparent height is desired. Whereas on the other hand, greater width can be secured by a repetition of the wider panels. An ideal color treatment would be a warm gray for center panels, the frame of which could be light gray or ivory; the pillasters, base and upper rail may be in a deep warm tone with touch of contrast at the head of the pillaster, with ornaments to suit the season, occasion or heraldic interpretation. Consider the height, breadth, depth, and the results you desire, and then choose your colors as to their optical values, and you will be sure of the effects desired.



Co-operation Aid in Settings

Beautiful and successful window creations depend greatly on the co-operation of department buyers and display manager—Display space should be equitably allotted—A few suggestions for pleasing spring effects.



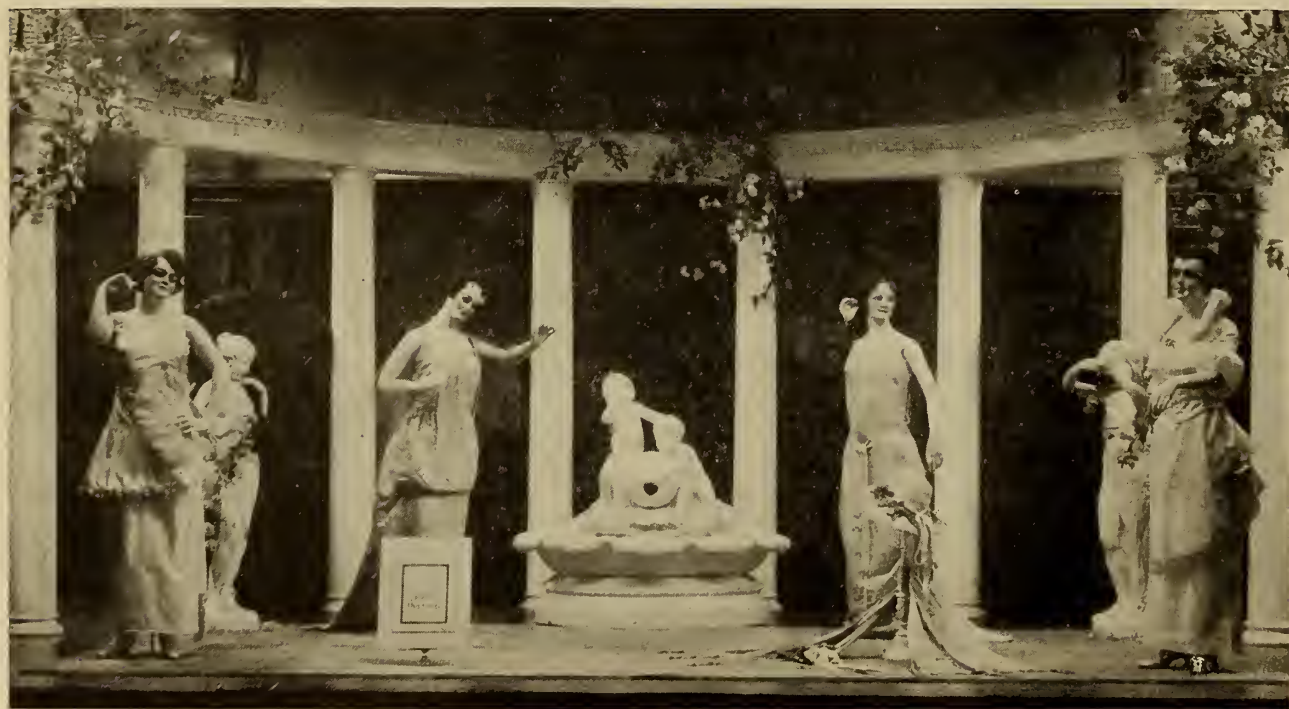
By J. L. Cameron

THE big January sales event, a thing of the past, insofar as this year is concerned, all the stored up energy of the display man rushes forth, taking the form of restless desire to be active in the formulating and execution of plans for the spring displays. It is in connection with this big event that this brief article concerns itself particularly, though it is one of general importance since the principles and suggestions outlined in it have pertinent association with every showing of merchandise.

It is agreed that the show windows of the retail store, properly treated, provide the most compelling factor in the success of the store's entire selling organization. True as that may be, the qualifications accompanying the statement are of such vast importance as to demand their proper application in order that the event may be successful. In this respect much depends on the merchandise manager, the various department buyers

and assistants. These play an important role in the creation of beautiful and successful window displays. Too often is it the case that the merchandise manager or buyer fail to give the desirable cooperation to the man directing the display department, even to such an extent of consulting on points, the solution of which can only be provided through the display director. Much has already been said and written on the failure of department heads to work in the closest harmony, and the consequences of such lack of beneficial action have been discussed continually.

When a buyer goes into the market to purchase merchandise, a previous consultation with the display department relative to the selection of window pieces—not "show" pieces—for openings, would result most beneficially in gaining a better harmony of merchandise and background settings. For example: In the first illustration presented in connection with this article the merchandise buyer had



DISPLAY BY J. L. CAMERON FOR HARRIS-EMERY COMPANY, DES MOINES, IOWA.



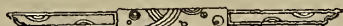
MILLINERY DISPLAY BY J. L. CAMERON FOR HARRIS-EMERY CO., DES MOINES, IOWA.

been informed of the coloring of the floor, columns and foliage, and with this valuable knowledge was able to select merchandise fitting in with the color scheme suggested by the display manager. This could also be reversed, and the display man could as readily work from the buyers' point of view, as it is often the case that the appropriation for Spring openings is not available when the buyers go into the market, and consequently, the display manager would have no definite plan concerning his colors scheme in which to co-operate in advance with the buyers.

The co-operation between departments, department heads, buyers and all members of a business organization should be most closely exercised and should exist at all times, not occasionally or for intermittent special events. Each department of the store should have ample representation in the show windows, and each department should have some delegated authority to attend to the details in connection with obtaining the best results from every showing. It should be the duty of some one appointed by authority to communicate continually with the display man, and see to it that the latter properly assembles the materials to be displayed and shows them at the appointed time. In this respect, the judgment of the display man usually is

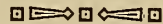
the accepted authority, but the display man needs an occasional prod, and it is to best advantage to all concerned when a representative of each department has special duties in this particular connection, and would eliminate unnecessary delays and misunderstandings.

In the decisions of Spring openings one might, with pleasing advantage, emphasize the introduction of new materials, such as evidenced in the floors of the displays reproduced here. They were of Nile green silk hemp, imported from Belgium, and covered a temporary floor made of composition board. The color scheme carried out in the first display was lavender and white. In the millinery display the same color scheme was used with the exception of the filled urns which presented white foliage. The sitting figure is introduced in an endeavor to avoid the plainness frequently noticeable in the usual hat-stand decoration. The mention of particular characteristics in the displays illustrated here are merely offered as suggestions for treatment, and no claim is made for absolute originality. It may be that they have previously been used elsewhere with success. The object of this article is to re-emphasize the importance of co-operation between the various store departments.



Modern Display Efficiency

Better results through system and economy—Display man's workroom should be maintained in such a manner as to afford greater efficiency—Two interesting background suggestions for Spring Showings—A few rules governing period decorations.



By A. G. Sten

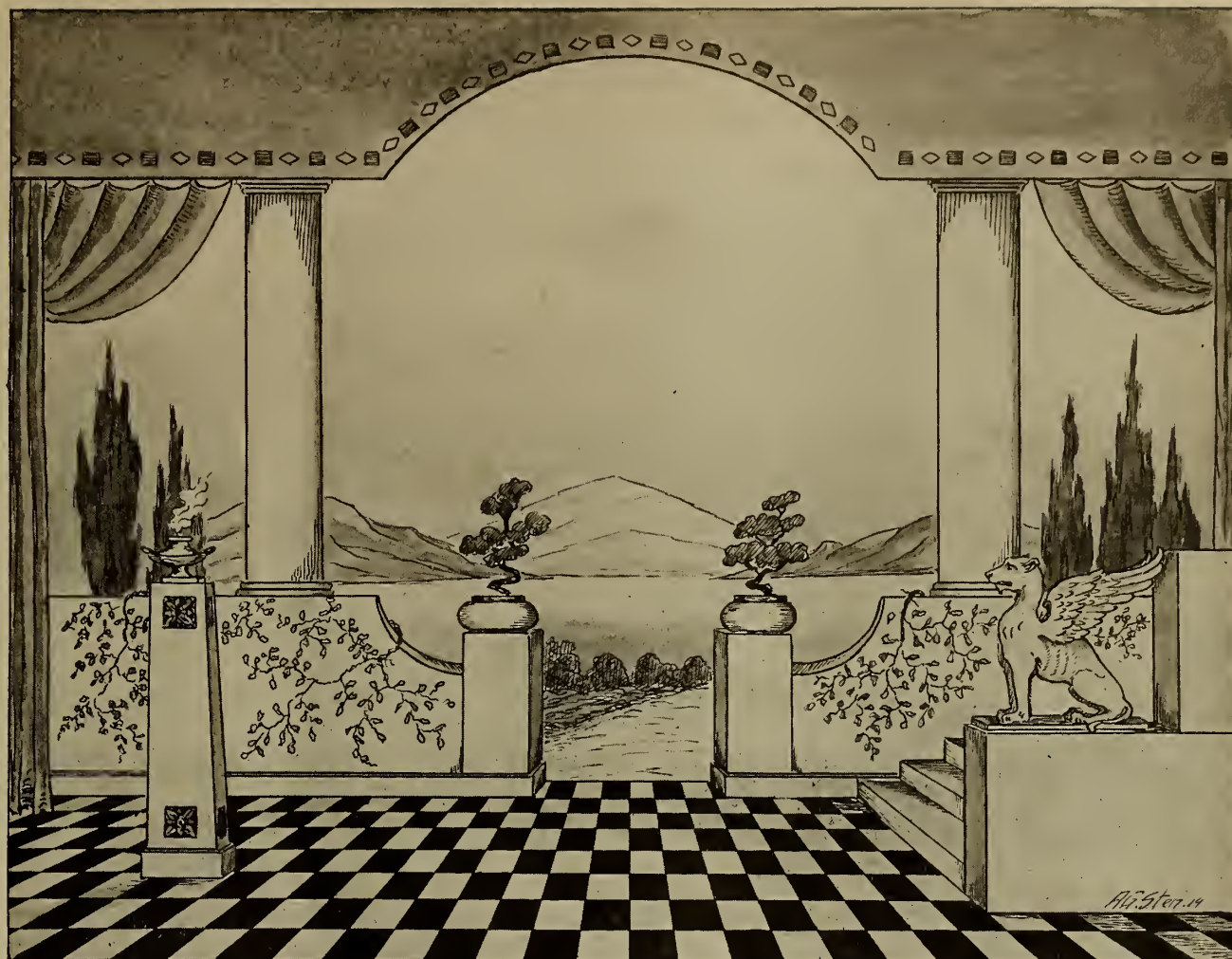
HAVE you ever stopped to figure out how you can increase your salary? Now when I say this, I do not mean by your ability as a display man only, but as a systematizer and economizer. Well, if you have not, start in at once; you have no time to lose, and the sooner you start the better, both for your firm and yourself. Invest in a small card index file—seventy-five cents to one dollar will cover the cost, and it will save you worry, time, and the firm's money. Now, when you take down your interior or window decorations, you should at that time take an inventory of same, and enter this inventory in an alphabetical inventory book, with your decorations entered accord-

ingly. For example, grapes under G., roses under R., foliage under F., and so on.

When the decorations have been taken down and returned to your room, first sort them out, then dust and clean them. Flowers can be dusted to good advantage with the assistance of an air brush, if you have nothing better. Next, you should straighten out all stems and leaves, so the items can be placed in an horizontal position without bending the leaves out of shape. You will then place them in the boxes prepared for storing same. Do not pack your flowers, foliage and other decorations away in a "shipping room fashion" or try to see how much you can get into the boxes. By so



BACKGROUND SUGGESTION BY A. G. STEN, I. SUSMAN'S, WEST FRANKFORT, ILLINOIS.



INTERESTING BACKGROUND TREATMENT BY A. G. STEN, WEST FRANKFORT, ILLINOIS.

doing you are simply ruining the decorations, and you may just as well throw them out in the alley and put a match to them; it would save you time, trouble and space.

When your decorations are properly placed in the boxes, file in your index card showing the amount of each article packed, when it has been stored, date, and the number of the box, as every box stored thus will have a serial number. For example: Box 63 contains: six sprays green and purple grapes and foliage. Place: second shelf, center, south wall, etc. The general manager tells you that one window must be changed at once to be used for some special occasion and decorations are needed at once. Five minutes later all the necessary decorations are out and in "ship-shape" to be used in the display. Why? Simply because you do not need to worry and say "I wonder where I put that 'truck' after the last time I used it," and when you finally find it, you will see that it needs straightening and cleaning, and naturally, time is lost and the window display delayed. Efficiency is the watchword. All flags, draperies, wax heads and arms, and all other kind of display "props"

can be stored and indexed the same way, but see that it is properly packed and stored away, and make sure that it is clean. If you do not allow dirt to accumulate on your face—do not let it cover your display material. By a carefully prepared system of caring for your materials you can at the same time materially increase your department efficiency, which in most cases will be recognized by the firm with the result that your pay envelope will show an increase in its size.

However, it is a known fact that very often the "window decorators' rooms" are in disorderly condition and none too clean. Should these store and workrooms have the attention they deserve greater efficiency will be manifested in the display man's efforts.

Shown in connection are two background suggestions that will attract considerable interest if properly executed, and can be placed in front of a permanent wood background if desired. However, a drapery or scenic backing would be preferable.

The stone wall of the first illustration may either be painted on composition board in natural



PLATE No. 1067. BOYS CLOTHING DISPLAY BY H. H. SEAY FOR WALKER D. G. CO., CHARLESTON, W. VA.

This unusually artistic and clever display of boys' clothing was arranged by Homer H. Seay during the Spring of last year. The background consisted of a massive drape of velour in two shades of green. The floor was made of composition board, cut into blocks and finished in ivory. The woodwork and furniture were likewise treated

in ivory. Pink roses and green foliage were extensively used in the background and at the sides of the display. An heroic ornamental piece was used at the extreme right. A neatly lettered show card set in a gold frame completed the display. The boys' clothing department reported a great volume of sales from this showing.

colors, or a striking effect may be produced by making the stones in stucco and then tinted and air brushed in delicate colors. The balance of the window setting should be carried through in the same color scheme. The panel needs no explanation or description as it is self explanatory as presented through the illustration. The horizontal running wall should be constructed wide enough to hold a big vase, and the same advice applies to the higher pedestal, but in case the flower-vase and urn are to be painted on composition board they need not be so wide. The panel effect can be painted, or it may be produced with the use of a "clover" moulding tinted in a contrasting color. The inside of the panel may be covered with a marble or onyx paper which would give it an excellent effect in contrast to the plain border and side of the moulding.

The half tone illustration presents several rather interesting features, even though it is a rather cold treatment of period. One of my strongest rules is: "Never confuse periods in any design on window setting," but I confess I have at times fallen from

grace, and overstepped my rule. But the result has its redeeming features, a "window setting." The scenic background shown here is so simple it hardly needs description, with the exception of the rather blunt approach of the "garden walk" leading to the plaza entrance. It is a little different than the ordinary, so do not lengthen this walk. The columns and balustrade may either be in marble, onyx or stone finish, but not too elaborate. The vases on each side should be of the same finish or brass. The foliage trailing along the balustrade should be simple and not overdone, and, if possible, harmonize with the class of merchandise to be used in the display. The same applies to the draperies. The steps, side balustrade, griffin and the incense stand should have a better and more refined finish, such as marble or some other fine stone. The incense stand should be of bronze. The upper part resting on the columns may be cut out from composition board and painted to match the draperies and foliage. The floor may then be painted in colors harmonizing, and with alternating white squares. Gowns, boots, suits and dresses are goods that may be shown in this window with the best results.

February Cover Design

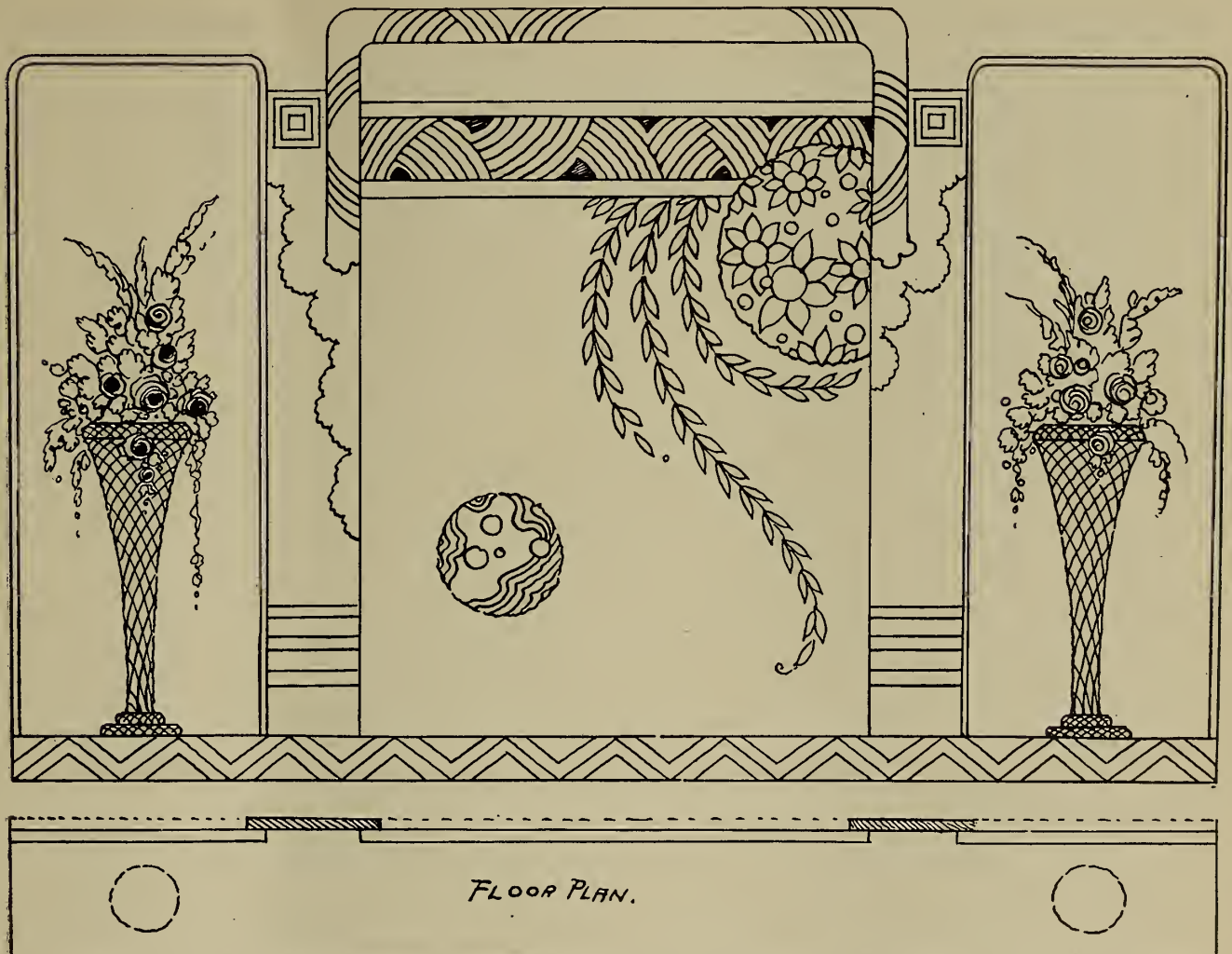
THE window setting suggestion reproduced in full color on the front cover of this month's *MERCHANTS RECORD AND SHOW WINDOW* presents an artistic and practical application of screen panels as a convenient background for merchandise displays.

Decorative screen settings for backgrounds when properly arranged and used in conjunction with selected merchandise are beautiful and compelling as well as resultful from a point of sales value, but it must be remembered that such setting should be made with a thorough knowledge of just what character of merchandise is to be displayed. One style or kind of screen will not do for all purposes.

Generally speaking, the advantages of screen settings as backgrounds, may be attributed largely to the fact that they can be readily placed in a show window in a few moments time, and, if desired, can be utilized attractively and with practicability in

any part of a display to suit the particular arrangement of the merchandise. In addition to their adaptability to window purposes decorative screens and screen decorations may be applied in the various store departments to great advantage. After they have served their purpose in conjunction with merchandise displays in the window they may be put to work in serving some good purpose in the store interior.

Another advantage is, that screen panels can be re-decorated at very little expense and very often can be employed in a variety of uses with the same beneficial results. Many beautiful effects are possible and screens may be constructed with one, two, three, four or more panels. The design on the front cover shows the three panel effect artistically colored and used in conjunction with generous and attractive adornments in artificial flowers and foliage. For construction see sketch below.



MERCHANTS RECORD and SHOW WINDOW

*An Illustrated Monthly Journal for Merchants,
Display Managers and Advertising Men*

COMBINING

"Harmon's Journal of Window Dressing"	- -	Established 1893
"The Show Window"	- - - -	Established 1897
"The Window Trimmer and Retail Merchants Advertiser"	- - - -	Established 1903
"Merchant and Decorator"	- - - -	Established 1905

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OFFICIAL ORGAN

International Association of Display Men
Kansas Association of Display Men

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****Contributors of photographs should obtain duplicate prints if desired for their own use, as photographs entered in contest cannot be returned.**

****When ordering change of address, subscribers should give both OLD AND NEW ADDRESSES to insure proper recording on our mailing list.**

****Copy for advertisements should be in the publisher's hands not later than 20th of preceding month to insure position in current number.**

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February, 1920

Remedy in Greater Production

WORK and the greater production which will result from real, earnest labor is prescribed as a remedy for the ailing conditions which reflect images of unsupplied wants and continued advances in the prices of commodities during the year 1920, by Fred D. Corley, merchandise manager of Marshall Field & Company, Chicago. This solution of the big problem of underproduction which was serious during the year just closed and which threatens the country's business at this time was offered by this famous merchandise expert in a recent interview during which general merchandising conditions as existed during the year 1919 were under discussion.

Mr. Corley, referring to the retail business of 1919 and considering the problems of the new year, says:

"When the Armistice was signed in 1918, the public mind seemed to be released as from some

mighty pressure. Business immediately responded, as did all other lines of activity, and the Christmas shopping that year was enormous.

"After the first of January, 1919, while there was a feeling that prices were going to be lower, the public kept on buying without any thought of the future. It is a fact that some prices were broken, noticeably in cotton goods in January and February that year, and there was a strong feeling among merchants that the prices on many other lines of goods were sure to drop. However, that old pilot—the law of supply and demand—was still in charge of the ship of commerce, and prices soon stiffened. It was then realized that the scarcity and short hours of labor, the depleted conditions of all stocks of raw material, the tremendous increase in the price of labor all over the world, and the large demand for goods of the finer qualities were going to keep prices high and perhaps drive them to still dizzier altitudes.

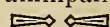
"Notwithstanding this condition, merchants all over the country were doing an unprecedented business. Prices of all kinds of merchandise were higher in the fall than in the spring, and still the public continued to buy. It seemed to be the general rule that only the more expensive lines of goods were wanted.

"Christmas shopping for 1919 started very early, and kept up with increasing velocity until the holiday season was over. One sales record after another was broken. It seemed many times as if no more customers could be set inside the stores, but still they came.

"The first days of the new year have given us a very satisfactory business. Prices quoted to us for the first part of this year are in the large majority of cases higher than those paid for goods of the same quality during the fall of 1919.

"Looking to the future, I believe that business will continue good for some months. Yet, this is a presidential year, and any predictions are hazardous. Labor continues to be well employed at very high wages, and, judging from the delivery dates now being given out by manufacturers on most lines of merchandise, this will be so for some time to come.

"What we need now is a very largely increased production, which can only come by the greatest efficiency in management and the hardest work upon the part of all. If we can bring this about and keep our feet well planted on the ground, I believe the end of 1920 should find us with the country's prosperity unimpaired."



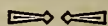
A complete Buyers Guide for store equipment, display fixtures and decoratives is presented through the advertising pages of this issue. It is to your advantage to purchase from manufacturers and dealers represented in this guide.

Our Monthly Contest

MERCHANTS RECORD AND SHOW WINDOW awards a beautifully engrossed Diploma of Award each month for the best photographs submitted. Any display man is eligible to enter photographs in this competition. Awards for 1920 have been made as follows:

Ellsworth H. Bates, Bloomington. Ill.

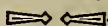
Note: It should be understood that prize winning pictures are not published the same month in which the prize is awarded. This would be impracticable, owing to the fact that the displays would seldom be seasonable. For example, the prize winning photograph for December would probably be of some holiday display, as practically all of the photographs received during December are of that class. The winner would be announced in the January issue. This would be too late to print a holiday display, as the ideas contained in it could not be made use of for nearly a year. We therefore hold prize winning pictures until they are seasonable. The same is true of all other photographs we receive.



Institutes Employes' Board

JOHAN H. PATTERSON, president of the National Cash Register Company, Dayton, Ohio, in an announcement, made on January 30 to the employes of the great industry which he directs, outlined in detail the objects and functioning of a new organization within the N. C. R. ranks known as the National Cash Register Advisory Board.

The object of this advisory board will be to bring the management and rank and file closer together. We want to meet with the people who represent the rank and file, and discuss questions of mutual interest, thereby helping to better the conditions of both the employes and the company.



Big Spring Business Forecasted

REPORTS from authoritative sources indicate that the spring business for 1920 will be greater than has ever been known before. There is an enormous amount of money in circulation and it is being spent with a freedom that is without precedent.

Many forehanded retailers have already placed orders for the equipment they will need. Fixture and flower houses are all running at their fullest capacity and orders are piling up at a great rate. In many quarters there is a serious shortage of help and the country-wide epidemic of influenza has further cut down the output. There is also a scarcity of wood, steel and other materials.

Under these circumstances, it is only the part of wisdom to place orders for equipment and decorations at an early date as delay is likely to lead to disappointment.

Prices are undesirably higher but this is a result

of conditions that probably will not be altered for some time to come. After all, the retailer should view the present high prices of equipment, etc., in a philosophic way and should not be deterred from buying what he needs even if the cost is greater than it was a few months ago. Those who have postponed buying in the hopes of lowered prices have waited in vain and—instead of coming down, they have steadily climbed.

There is every indication that the peak has not yet been reached so it appears to be good business to buy now whatever may be actually needed and the sooner orders are placed, the better. This applies to window decorations and every kind of store equipment.

Our Service Department

With the view of assisting our readers we will be pleased to furnish information as to fixtures, decorations and all kinds of store equipment.

The following list of subjects is printed as a help in asking for information. Check the subjects in which you are interested and send us the form. We will see that you receive catalogs and all available data.

Service Department,

Merchants Record Co.:

Please send us any information you may have covering the subjects checked on the following list:

Store fronts.....	Metal Furniture.....
Outside Show Cases.....	Shelving
Show Cases.....	Counters
Clothing Cabinets.....	Wood Display Fixtures....
Elevators	Metal Display Fixtures....
Store Seating.....	Wax Figures.....
Lace Racks.....	Papier Mache Forms.....
Rug Racks.....	Electric Signs.....
Curtain Racks.....	Store Lighting.....
Backgrounds, Ornamental..	Show Case Lighting.....
Backgrounds, Hardwood...	Color Matching Lamps...
Cash Carriers.....	Artificial Flowers.....
Package Carriers.....	Valances
Cash Registers.....	Soda Fountains.....
Delivery Wagons.....	Store Ladders.....
Delivery Trucks.....	Air Brushes
Advertising Illustrations...	Store Designing.....
Advertising Service.....	Wax Figure Repairs.....

Write in names of subjects not listed.....

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We expect to build (.....) Remodel (.....)

Date

Name

Address

.....

Dimensions of Store.....

.....

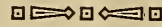
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Cut out and mail to Service Department, Merchants Record Co., 431 S. Dearborn St., Chicago.



Notes from New York

*"Blue-bird week" observed by leading stores—Tendency of merchants to make extensive store improvements keeping equipment manufacturers engaged to full capacity
—"Blouse Week" winners announced—"Art Week" to be inaugurated on Fifth Avenue—Mr. Elder's display of antique Japanese kimonos at Saks'.*



By F. F. Purdy.

THE second week of January was celebrated here in a rather mild way as "Blue bird week," in memory and aid of the suffering Belgians and in honor of the presence in New York of Maurice Maeterlinck. A number of the department stores had reminders of more or less prominence in the windows. Probably Mr. Munn, at Franklin, Simon & Co., devoted the most attention to this dainty little event, and he brought out an entire front in which the Blue Bird of Happiness idea constantly recurred in all the window exhibits of merchandise shown. The displays were all pervaded with the daintiness, and (almost) elusiveness associated with the idea. One main window showed the little brother and sister, now so well known, standing on a high, grassy hill, with open cage, beckoning to the blue-bird, which was flying in mid air a short distance away. They were clad in the familiar costumes, faithful in all details to the "blue book." The background was a succession of big, fleecy clouds, which accentuated the idea of the devoted little pair being on top of a hill.

Another window was devoted to the "new 1920 blue-bird color" in women's negligee and underwear, upon which were the emblems of the Blue bird. There were birds flying in the air, and the "original blue-bird hat" was shown in another window, in various styles, with panels in background with the same insignia. A fourth display was of children's dresses and capes daintily decorated in the same way, while the pillar in the window was surrounded by a curtain of blue flowers. A fifth window featured "blue-bird" waists, with emblematic designs delicately worked out, accompanied by blue beaded bags. Even the little showcases at the sides of the store showed "bluebird" hosiery and handkerchiefs, etc. The entire front featured the Blue bird. Many letters and appreciative comments were received by the management. This front was of a character highly adapted to Fifth avenue, and made a distinct hit. It is no easy task for any dis-

play manager to properly size up every event that turns up and give it the right emphasis. It may easily receive too much or too little. For the exact location of the store, Mr. Munn seems to have accurately gauged the correct treatment of his theme, and is to be congratulated not only on the artistic, but also the commercial success he achieved in handling it.

Display managers, as the official "eye" of the store, may well watch out for the added features to commend to their chiefs. One of these is the children's barber shop. This sounds at first as prosaic and unattractive. But the installation of one in a department store serves two purposes. It is a real convenience to mothers, and second, it brings hundreds of children to the store, and a lot of trade with them. It is not a pleasant task for mothers to take the little one into a regulation barber shop. Long ago Best & Co. established theirs, with marked success, and Franklin Simon & Co. not long ago. A couple of months ago Lord & Taylor put one in, right next to their department of children's apparel, accessories and games, devoting a window to featuring the opening of "Barber Bill's Happyland Barber Shop on the fourth floor—a new and distinct idea." Cut-out drawings of Barber Bill showed him to be a very cheerful and agreeable personage, who would never severely twist a child's head down, but "trim" the boy in comfort and good humor. A trip to the barber shop showed eight hobby horses, upon which children rode, or sat, when their hair was being cut, for the price of 50 cents. Outside, where they wait their turn, the visitors can sit down at little desks, walk through a bit of mirror maze, slide down a small toboggan, or otherwise amuse themselves. At the desks there is a supply of postal cards illustrating the Happyland Barber Shop, with comic little poems, and which can be taken away, to be given to others or mailed. This is a growing idea here, and is worth consideration in other cities



SECOND PRIZE, SATIN FRANCAIS CONTEST. DISPLAY FOR LIPMAN, WOLF CO., PORTLAND, OREGON.

where it has not penetrated. The Lord & Taylor windows, by the way, in their cold stone interior finish, have been greatly improved by the velvet and other panels in various colors that have been inserted in the background, and which match the hangings that are used as window dividers and otherwise.

Mr. Frankenthal has been putting up some fine drapes of handsome goods for southern wear, consisting of white broadcloths and serges with heavy embroidery of huge sunflowers, tulips, etc., in rose, blue and black. The skirts, waists and jacket effects were in various combinations. One window had the rose embroidery featured, a second window the blue embroidery, and a third the black. In making up the drapes, the embroidery would often be at bottom of skirt; then again solid plain color skirts (of hue of embroidery) while the ornamentation was at waist; again this treatment might be reversed, as between the skirt and waist. One jacket was solid black, with the embroidered section around the hip. This heavily embroidered material, 54 inches wide, sold at from \$12.50 to \$18.50 the yard, and was an ideal and handsomely treated fabric for the purpose intended, and was skillfully manipulated by Mr. Frankenthal in the drapes.

Era of Store Improvements

According to the fixture people, there is quite a marked tendency among merchants at large to make improvements in their arrangements for display and to install new fixtures freely as needed. The trend seems to be rather toward a preference for bronze finish in the fixtures. The fixture establishments are busily engaged and working to full capacity, and January has been an even better

month with them than the corresponding month of 1919.

F. Johansen, display manager for A. Holthausen, of Union Hill, N. J., has just added another trophy to his large collection of emblems of his skill in putting up fine windows, in the shape of a cup which he bore off, among a flock of competitors. The first story of the new Holthausen addition is now up, and the enlarged store should be ready and occupied early in the fall. Mr. Johansen will have some 200 running feet of show window space to care for.

Winners in "Blouse Week" Contest

A fragmentary report of the results of the displays of "Blouse week" last fall, which was initiated by the United Waist League of America, has lately been supplemented by a full report of the awards, which secretary Mosessohn gives us as follows: Class A, cities of over 500,000, first prize, Liebes & Co., San Francisco, W. F. Brink, display manager; second prize, James McCreery & Co., New York, John H. Beyer, display manager; third prize, Best & Co., W. C. Tormey, display manager. Class B, cities of 250,000 to 500,000, 1st prize, The Outlet, Providence, R. I.; 2d prize, Meier & Frank Co., Portland, Oregon; 3d prize, Eastern Outfitting Co., Portland, Ore. Class C, cities of 100,000 to 250,000, 1st prize, G. Fox & Co., Hartford, Conn.; 2d prize, Harris-Emery Co., Des Moines, Iowa; 3d prize, Scott-Haliburton Co., Oklahoma City, Okla. Class D, cities of 50,000 to 100,000, 1st prize, L. H. Field Co., Jackson, Mich.; 2d prize, Miller & Paine, Lincoln, Nebr.; 3d prize, Union Dry Goods Co., Macon, Ga. Class E, cities under 50,000, 1st prize, C. W. Klemm, Inc., Bloomington, Ill.; 2d prize, Schrader Dry Goods Co., Racine, Wis.; 3d prize,

William Gushard Dry Goods Co., Decatur, Ill. Although the awards were made some little time ago, and recently announced, the prizes will not be available before the latter part of February, on account of labor troubles, etc. The first prizes in each case will be a handsome gold medallion; the second prizes, silver medallions; and the third, the same in bronze. The plan for dividing the cities, for the contest, into classes with similar extent of population, put all as much on a par as possible, for as Mr. Mosessohn explains, the theory is that stores in cities of 500,000 and upward, for instance, will be very much on a par, and far more, as a rule, than those in cities of smaller populations. Many diplomas will also be given out to other contestants for displays of superior merit.

Fifth Avenue Merchants Plan "Art Week"

The Fifth Avenue Merchants' Association is planning to maintain the standing acquired by the avenue during the war, when the various drives and parades gave it a repute and place in the hearts of Americans that it never had before. The plan is to have an artistic series of displays on Fifth avenue, during Easter week, starting March 29 and ending April 4. A committee consisting of L. E. Weisgerber, display manager for Lord & Taylor, chairman; Thorley, the florist; A. Rutledge Smith, interior decorator; and E. R. Dibrell, of Lord & Taylor, is at work on development of the scheme. It is hoped to have a unified scheme of artistic displays all along the avenue, in an event to be called "Art Week," and to include all business houses, from banks to department stores. After the plan is settled upon, others will be added to the commit-

tee, including artists, display managers and decorators, to complete the final arrangements.

Mr. Elder, at Saks & Co.'s, had in a window recently of antique Japanese kimonos, guaranteed to be 100 years old, which were priced at \$57.50. This window was accompanied by other valuable Japanese objects in jewelry and jade. Another similar window of modern Jap products had a screen as a background (fourfold) worth \$1,000, a string of jade valued at \$900, and some handsome modern Jap kimonos, the whole making an exceedingly attractive window. About the same time Saks & Co. had a blouse sale that distanced all records of the house, of an immense stock, offered at \$8.85 apiece, and the big corner window was full of them.

In a setting of oriental rugs, Mr. Beyer, display manager for James McCreary & Co., showed the complete trousseau of an Afghan princess. As Afghanistan is within gunshot, so to speak, of the leading oriental rug districts, the rug setting was most appropriate. Two figures were shown, in center of the window, the bride, in her bridal costume, and again, in the purdah, an enveloping, baggy light cloth "cover-up" used for traveling, to keep off the dust. Various accessories were placed near-by, including bridal silver slippers, bridal veil, Afghan incense burner, etc., all listed by number on a placard, with same number on the articles for reference. The window was no work of art, and intended only for displaying the articles named. In fact it was not up to the artistic Beyer average, nor could be, from its very nature. But how it drew the crowds. They were two and three deep before the window all the time, attracted by its very novelty.



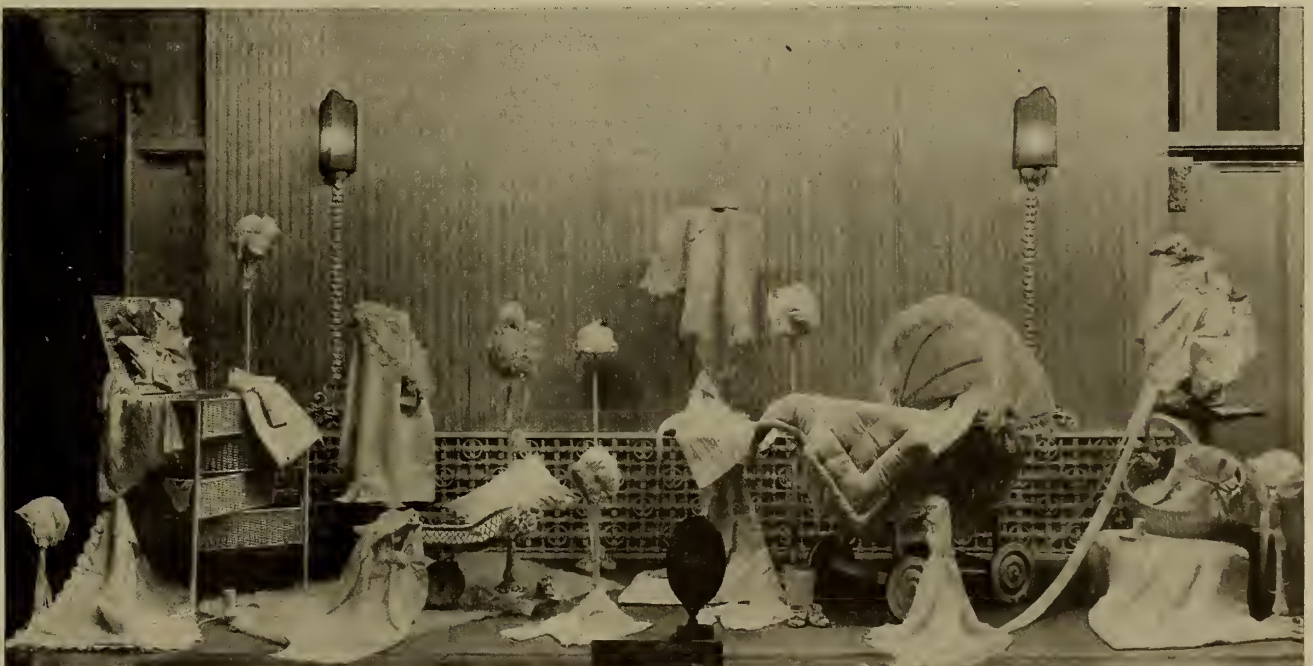
DISPLAY OF ANTIQUE JAPANESE KIMONOS BY A. G. ELDER, SAKS & CO., NEW YORK CITY.



BLOUSE DISPLAY BY A. G. ELDER FOR SAKS & COMPANY NEW YORK CITY.

How does this combination strike you? Background of caen stone finish, outlined in solid blocks. Various artistic stone stands, vases, tables, etc., on hand to match and to be used as needed as aids to display. Antique wrought iron fixtures as a complement—or offset, as you choose—to the caen stone background, in lamps, hat stands, tables, etc. This is the conception that A. I. Namm & Son, of Brooklyn, have been working on for its Fulton Street front, to be ultimately extended to the Livingston street windows. To further accentuate this background effect the only—and central pillar in the big arcade window is of caen stone, the blocks being noticeable in its formation. Though display

manager De Vausney credits this plan to the firm, any one who knows him could never believe his busy brain was dormant. Now, conforming to this new background and fixture treatment, the idea is, not to show merchandise en masse—a waist window, a shoe window, etc., but on a sort of a “unit” system, if that term may be used. The conception of these “units” may be described as something after the style of modern illustration in reading text and advertisements, in small units of scenes or attitudes that feature perhaps a chair and table as representative of a furniture suite, and many color combinations that will come to mind, with or without the aid of up-to-date magazine illustration.



DISPLAY BY E. J. WOOD FOR F. & R. LAZARUS & Co., COLUMBUS, OHIO.

How to Make Show Cards

Practical instructions covering the fundamental principles of the department store card writer's work with suggestions from experienced show card men as to the best methods and tools to use.



Conducted by G. Wallace Hess

This department is a regular feature of Merchants Record and Show Window. All of our readers are invited to submit as many questions as they like. Inquiries received prior to the twentieth of each month will be answered in the following issue.

DO you go to extremes in display in the lettering of your store signs, especially window cards?

Here is reproduced in the exact size it was made by a two and one-half pen, an italic alphabet reflecting the Italian Renaissance era—a period of beautiful lettering.

<p>1920</p> <p><i>Spring Frocks</i></p> <p>for</p> <p><i>Misses Juniors</i></p> <p>and <i>Juveniles</i></p> <p>1</p>	<p><i>Lustrous</i></p> <p><i>Silk Poplins</i></p> <p>for dresses,</p> <p>skirts, suits</p> <p>Yard wide</p> <p><i>\$1.25</i></p> <p>a yard</p> <p>2</p>
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First, the alphabet is done on a seventy-two degree slant. If you haven't a protractor you can easily determine this as shown on alphabet; by ruling two horizontal lines four and five-sixteenth inches apart. Be sure your line A-A is perpendicular. On top horizontal line one and one-half inch from perpendicular place a dot and from this draw a pencil line as indicated. By means of a T-square rule a sheet of practice paper with lines on this slant about one-fourth inch apart in order to guide you in maintaining the proper slant.

Here are novelty
all-wool coatings, 56 inches
wide, worth \$4.50 a yard—all the
newest weaves and colorings
priced at, the yard, \$2.50

3

Then, assuming that your practice paper is eleven by fourteen inches, you will, after ruling base and guide slant lines for practice, get the lower left corner of practice paper two inches from the edge of drawing board or work bench—the lower

31 inch wide

Dress Gingham

The best quality-

75¢ value

55¢

a yard

4

A
B-72° Slant
a b c d e f g h i j k l m n
o p q r s t u v w x y z z u v
A B C D E F G
H I J K L M
N O P Q R S
T U V W X Y Z
Sports Apparel

ITALIC ALPHABET REFLECTING ITALIAN RENAISSANCE. BY G. WALLACE HESS.

right corner of paper, nine and one-half inches from same. Sit squarely facing desk or work-bench and paper is in position for easy natural slant lettering on this angle. It follows that the practice paper must be raised or lowered according to where the line of lettering comes—but maintain the same ratio of slant.

Take a two and one-half text pen—an old smooth one, but with nibs unsprung—and ink retainer on pen—some India ink and go to it. If you have a highly coated board and pen picks up chalk or coating, buy some good bond or ledger paper from your printer for practice. Note the height of small letters and caps. They are fifty-fifty. Notice where hook comes on top of cap “A” and on similar letters. It drops almost two-thirds of distance to base line. Until you get skilled and even then, once in a while, you will miss “hitting” your target as in cap “V.” If you who read this were one of the favored ones who went into our training camps, you know that the way Uncle Sam made a marksman out of you was to keep you plugging away at a target and doing your best on every shot. So it is in making that “V.” It is your target. Do your best to hit it every time. Soon you will do it. If you don’t do that you are going “bolshewiki”—going wrong and as a bolshewik is someone who has nothing and is willing to divide it with everyone—you will, as far as lettering is concerned land in the same place.

You might try placing a piece of light weight bond paper over alphabet reproduced here and try getting into the easy swing of these letters—but have guide lines on this paper too.

After you practice with the two and one-half pen, use the three pen—same size letters. Then cut down to three and one-half pen and cut height of caps to three-fourths, lower case to three-eighths inch, and then notice the daintiness of card Number One, made with same and in that size of letter.

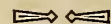
In Card Two we are using the two and one-half, and three and one-half pens. Notice the variation in lettering. Don’t say “per” yard. Per is Latin and means “by.” Why use Latin on an English card. It’s the silliest excuse of a word we use on signs and in advertising.

You skilled brush workers take a square end lettering brush and try making this letter; use a rubricated cap if desired—see if you don’t like it. Hold up same proportion in height, slant and dropping of curved strokes.

Refer to Card Three. Here’s a dainty card made with a three and one-half pen. Good pen Roman is hard—it is harder to begin with larger size pens. Use this size first and try this card. Make caps three-fourths, and lower case a scant three-eighths inch high. For display lines, look at Card Four.

How about trying a little opaque on a three and one-half pen? Trouble begins. Generally due to too much mucilage in color and too thick color. Try this size pen first. With some opaque colors I tried this scheme for an ink retainer:

Take a **small size worn out or poor brush**—lots of them these days. If a quill, split it and remove hair; if in ferrule, cut ferrule off about one-fourth inch from hair. Wedge this in under pen in a holder that has old fashioned double clip and hole in center, like Eberhard Faber No. 1331. Wedge brush so it lays against under side of pen, with end of brush about one-eighth inch back of pen point. Brush must be small, else it will touch card in lettering. Done right it makes a good retainer for opaque. Rinse out when through so brush don’t get hard.



Ball in Surpassing Beauty

ONE never would have recognized the State armory at Grand Rapids, Mich., in its beautiful transformation to a veritable fairyland of flowers on the occasion of the Pink Ball, held recently under the auspices of the Baby Welfare Guild. Pink everywhere made it indeed a pink ball as there were hundreds of vari-sized pink round puffs suspended from every possible spot not covered with greenery and ropes of smilax.

The ballroom seemed like a garden with its lattice work extending around the room and the quaint little pink gate opening onto the stage where a twenty piece orchestra played. The lights were covered by pink parasol shades from which hung pink and tinsel lanterns and Japanese parasols, opened from the balcony where hundreds of spectators, who did not care to dance, had special seats.

The smoking room and the dressing room were attractively furnished in pink appointments, and the refreshments room, where dainty pink cakes, pink ice cream and coffee were served at midnight, was a bower of pink. Pink lighted candles in crystal candlesticks, entwined with smilax, centered each small table.

When the spotlight was turned upon the scene there were revealed about 2,000 dancers, the men attractive in their formal dark suits and the women in gorgeous gowns—some in brilliant hue, gold cloth, pastel shades or the rich black and silver, the little dance hats of tulle to match the gown. During the dancing hundreds of pink balloons were showered upon the dancers.

Mrs. George A. Yager was chairman of the decoration committee and expresses appreciation to T. Guy Duey, display manager for Wurzburg’s Dry Goods Company, for assistance given in the work.

Had a "Raise" Lately?

If you have not, The Koester School can help you get one. The Koester School can increase your efficiency and your earning capacity—it can fit you for a high salaried position.

If you intend to be a Display man or an Advertising man, why not be a good one? It's all in the "Know how." A high class man works no harder to earn \$50.00 a week than the mediocre man does for \$12.00 or \$15.00. The School can make a high-class man of you.

This school will teach you everything you need to know about modern Window Display, Advertising and Card Writing—it will teach you hundreds of little things you have to know in order to do first class work.

The best advertisements of the Koester School are the satisfied, successful students it has graduated. Any student will tell you that the school is more than is claimed for it. Read what the following recent graduates have to say:

These Men Had Their Salaries Raised

Gets Attractive Salary

I am now back at work with an attractive salary, which I would not be receiving had I not attended the school.
ARTHUR J. HOLSTROM,
Brooklyn, Iowa.

Gets Raise in Salary

I certainly am making a great success of my work. As proof of this I have received a 20% increase in salary.
W. S. KRESPACH,
Adam, Minn.

Gets Fine Paying Position

I am more than pleased with the benefit that I received from your course, as it has given me a very fine paying position.

C. A. FRASIER,
Pasadena, Calif.

Gets Raise and One-Third Interest in Profits

The Nast Co. was so well pleased with my work that they gave me a one-third interest in the profits of the business besides a substantial increase in my regular salary.

W. R. FREW,
Corry, Pa.

Nearly Doubled His Salary

Not only does your training make a man an expert, but it has real money value, for I nearly doubled my salary the moment I stepped out of your school.

I would advise any young man to take up the Koester Course as it will make his chances for advancement unlimited.

WILBERT W. JENSEN,
Morgan, Minn.

Substantial Increase in Salary

I like my new position very much. It pays me a nice increase in salary. If I had not attended the Koester School I truthfully would never have been able to better my position or draw a larger salary.

R. LIVINGSTON,
Care The Hub, Fairbury, Nebr.

More Than Doubled His Salary

The Koester School:
You will be glad to know that I won two Honorable Mention Diplomas in the Championship Window Display Contest held by the Haberdasher of New York. I feel this is entirely due to my training in the Koester School. I have also more than doubled my salary in the last year. I sure have a warm spot in my heart for the Koester School.

G. L. KUHN,
With Greenberg's, Ravenna, Ohio.

Increased Salary

As soon as I returned to my work from taking the Koester School Course I received a substantial increase in my salary. I cannot say enough in praise for your School.

PAUL L. GORHAM,
Winfield, Iowa.

Appreciates Koester School

The more I see of advertising in the various sections of the country, the more I appreciate the training received at the Koester School. If more young men only realized the value of your course, you'd be swamped with registrations.

M. E. SHIPPI,
Care Meadronis, Fort Worth, Tex.

100% Increase in Salary

I am now earning just 100% more than before attending the Koester School. Will surely be only too glad to recommend your School to any one.

LEONARD I. COMMIE,
Aberdeen, Wash.

A Thousand Good Things

If you ever want a testimonial I shall be glad to furnish it. There are a thousand good things I'd like to say for the School.

P. C. MILLER,
With S. H. Heironimus Co.,
Roanoke, Va.

Owes Success to Koester School

I owe my success to the Koester School and want to take this means of expressing my thanks. I hold an excellent position and know that you can do as much for other ambitious young men.

M. S. CONNELL,
Savage's Department Store,
Tuscaloosa, Ala.

Doubled His Salary

The practical instruction received at your School was worth many times its cost to me, for I doubled my former salary in my first position.

R. H. JUMP,
With McFarland Dry Goods Co.,
Pittsburgh, Pa.

Substantial Raise

My firm is very well pleased with my work since my return from the Koester School. I just got a good substantial raise.

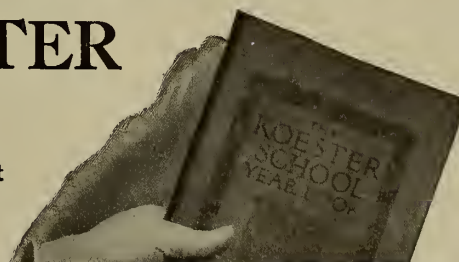
BEN E. PETERSON,
Waupaca, Wis.

Get Further Information

A careful reading of our very interesting and helpful school catalogues and literature will show you how you can become an expert in your work in from four to eight weeks. Every young man or woman in a retail store who is ambitious for greater and more certain success should read this book. Simply fill out the coupon and mail it today.

The KOESTER SCHOOL

314 South Franklin Street
CHICAGO



THE KOESTER SCHOOL

314 S. Franklin St., Chicago

Please send me complete information about a course at the Koester School.

Name

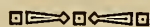
Address

Town

State

State Street Notes

January business sets another record in volume of sales—H. R. Figg tells retail clothiers why prices are high—Mr. Fraser produces another masterpiece featuring evolution of spectrum—New backgrounds for Chas. A. Stevens & Bros.—Beautiful presentations of coming styles and fashions.



PREVIOUS sales records made during the month of January were broken by the volume of business transacted during the first month of 1920. This is the report from every big merchandising institution along State street, and indications are that this great tidal wave of intensive buying gives no evidence of an early break. The fact that even the great sales records of the past year, month, and week have not been even greater has been due to the absolute inability of the merchant buyers to secure ample stocks. Even the handicap does not seem to disconcert the shopping public. If the materials most desired are not to be had she satisfies herself with something else. She has the money to spend and no one knows better than the retail merchant that she is spending it.

Despite the unquestioned unrest of the American public, due to the ever increasing living costs, which state and federal bodies have failed miserably to check, it is clearly noticable that there exists a seeming neglect on the part of this restless body to interest itself seriously in an active campaign to stop profiteering and to reduce, where possible, the cost of commodities. Bodies organized with the purpose of exerting influence along these lines report that, in the wild scramble to spend and to have things not possible a few years ago under a lower salary basis, men and women do not find time for interest in such campaigns. This statement one organization illustrates through the information to the effect that out of twenty-five thousand cards sent out to housewives for use in campaign against profiteers but ten signified an interest in the work to the extent of filling in card and returning to headquarters.

Considerable interest was manifested in the mid-winter conference of the National Association of Retail Clothiers, held at Hotel Sherman early in January where many heated discussions concerned themselves with the high cost of men's clothing.

H. R. Figg, special assistant to the United States attorney general stated that underproduction and inflated currency caused the high cost of living and that industrial disaster impends unless the vicious circle of rising prices and wages were checked.

Continuing Mr. Figg said:

"Prices don't go up; they are put up. A certain class—the profiteers—have indulged in price boosting for their own interests. Men asked higher wages to meet the increased prices. Then prices went up to meet the higher wages. And so the vicious circle was completed.

"Unless it is checked industrial disaster is nearing rapidly. The cure is an honest effort by both business man and worker to halt efforts to better their condition selfishly. Increased production also will help greatly.

"The public is asking for high priced garments. Therefore, the clothier puts the moderate priced article away and shows the expensive lines. These sell rapidly and the manufacturer concentrates on luxurious models. Again we have a vicious circle."

Furniture business was far above the average furniture sales of previous years and this character of merchandise was allotted much valuable window display space, a fact which accounts in great part for the tremendous volume of furniture sales. Clarence Herr, display manager for The Fair had two beautiful displays in the State street front featuring beautifully upholstered parlor and living room suites. The merchandise was displayed midst most artistic surroundings consisting of a great back drape of ornamented brown plush velour with center piece of old gold plush. In one window a large panel in modern art design replaced the plush in center. Beautiful silk-shaded floor lamps and statuettes in marble and ivory enhanced the showing. The auto show, held at the Coliseum January 24-31 was given valuable space by Mr. Herr who devoted two State street windows, one featuring auto accessories and

Insure the Success of Your Display With EZY-BILT



An excellent suggestion for the use of **EZY-BILT Window Board**

*This setting executed by Mr. Charles T. Boyd for Frederick & Nelson,
Seattle, Wash.*

The background has been constructed of window board and covered with wall paper. The top border is of window board and ornamented as desired.

-EZY-BILT- Window Board can be used for all designs and backgrounds.

Cut it with a knife—it will not bend, warp, buckle or sag and requires no expensive carpentering.

There is no limit to the possibilities of **-EZY-BILT-**. Any idea can be accomplished with this exclusive window board.

-EZY-BILT- for backgrounds, figures, relief ornaments, etc., will insure the success of your display.

Every issue of **MERCHANTS RECORD AND SHOW WINDOW** contains many excellent suggestions you can easily execute with **-EZY-BILT-**.

It will receive your full endorsement after a trial.

Special Introductory Offer

This offer is for our two new sizes as follows:

14 sheets, size 36x48 in., \$5

11 sheets, size 36x60 in., \$5

Order one of these packages today and give **-EZY-BILT-** a trial.

*A sample of **-EZY-BILT-** and a folder containing many suggestions for its use sent on request.*

The Hunt-Crawford Co.

Coshocton

Ohio

motorists' apparel, and another showing a great display of tires and tubes. Large cards and posters calling attention to the Auto Show then in progress were prominently used in the windows.

A more beautifully artistic and perfect arrangement and combination of colors has perhaps never been seen in a display window than the truly remarkable handling of them by the famous Fraser, and applied to the great stretch of State street windows of the Marshall Field & Company store during the January sales. The perfect blending in the application of the prismatic or rainbow colors has created a world of interest in the treatment of the windows, and experts who have witnessed the beauty of them declare that rarely have colors been used for commercial purposes with such a degree of perfection in the application of fundamental rule and principle governing color combinations and color harmony. Thousands, some interested directly in window display, painting and other phases of art, while as many more, not directly affiliated in the artistic, made two and three journeys to the Field windows to gain the full realization of the rare beauty of the windows as set off by this masterly injection of colors. Each window took a single color of the spectrum, from which as a base, the various tones and tints of that basic color was evolved. This evolution extended from the bottom of the background and sides of the window and graduated beautifully and delicately to the window top, where a valance of the lightest tint was employed.

The background and sides were of net with valances of the same material and outlined with spring flowers. Lilacs, roses, and apple-blossoms were extensively used, and a series of specially designed sprays and vines, the creation of Mr. Fraser, and made of cloth, finished in metal effect, produced a most remarkably valuable embellishment. All foliage was in pastel shades. The floors were covered with felt harmonizing with the background.

This great showing was the occasion of the Marshall Field & Company preliminary and authentic display of the 1920 summer fashions and styles, an event featured by this great institution each year during the month of January. The great corner window at State and Washington streets was given over to an elaborate showing of white table coverings, napkins, curtains, etc.

D. W. Moyer, who directs the decorating department for Charles A. Stevens & Bros., has replaced the mirror backgrounds of the great arcade with beautiful carved walnut backs, an improvement which will indeed be appreciated by this great artist since it will facilitate materially the acquiring of the artistic settings for which Mr. Moyer is extensively famed. Elaborate display fixtures

specially designed by Mr. Moyer are now in the process of manufacture and will be ready for installation in the windows about the first of March.

During January the arcade display windows of the Stevens store were most attractive with beautiful showings of silk lingers and women's waists, and the regular display of velvet and beaded bags and novelties was greatly admired. The big island window presented gowns of exquisite beauty and emphasized the fact that in the handling of women's ready-to-wear, Mr. Moyer has a prominent place on the pinnacle of the profession.

Mr. Tannehill, display manager for Carson, Pirie, Scott & Company, presented some beautiful windows during the month, and in connection with suits and gowns utilized to best advantage some attractive numbers in wicker furniture. A white goods display of Mr. Tannehill's brought forth unusual praise and proved one of the best selling displays of its kind ever placed in the windows of this big store. Beautiful bouquets of roses embellished each setting in the series of windows. It is noticed that in the three south windows of Carson, Pirie, Scott & Company, Mr. Tannehill has installed his adjustable mahogany backs and dividers. Rich velvet drapes in grey furnish the backgrounds of the other windows.

Beautiful marble block floors have been laid in all the windows at Mandel Brothers, and they should prove most practical in conjunction with the high-class display creations common to Allan H. Kagey, display manager. At the present time a most attractive display occupies the big corner window at State and Madison streets, and shows a beautiful effect in background of greenish tinted marble with great mirrors set in panels of yellow satin drapes. A great hand cut ornament adorns the center background and a massive spray of flowers and foliage in a basket stand of gold sets at the center and near the window glass.

William A. McCormick has several artistic displays in at the Boston Store, but the big corner window has been drawing more than the usual crowds. A great lattice work background is used presenting French windows behind which are drapes of green net. The side panels are ornamented with cockatoos in natural coloring. Sweet peas are shown gracefully entwined in and about the lattice work. Several artistic displays of silks and fabrics feature the State street stretch of windows.

The practicability of plateaus in window displays is perhaps best presented through the windows of C. D. Peacock's jewelry store, northeast corner of State and Adams street. Each week novel uses and treatments of these homemade window fixtures are evolved and the beauty of Peacock's window displays is known far and wide.



MESSMORE & DAMON, INC. DECORATIONS

363 NINTH AVENUE, N.Y.

G.H. Messmore

Jos. Damon

Display Managers:-

We are putting on the market a line of vases and backgrounds that will interest you.

Our great demand for this line has placed us in a position where we had to make models and work out ideas to fit different occasions. These vases are made of papier mache with a composition covering over them to take the papier mache effect away and give it a soft and realistic appearance. We have Egyptian panels taken from photos from some of the Temples there. We also do special work and if you will send us your ideas we will submit prices on same.

Kindly let us hear from you if interested.

Yours very truly,

MESSMORE & DAMON INC.,

G.H. Messmore

International Association

— of —

Display Men

First Vice-President

L. F. DITTMAR, National Cash Register Co., Dayton, Ohio.

Second Vice President

BERT CULTUS, Rhodes Bros., Tacoma, Wash.

Third Vice President

JAMES R. TREWHELLA, Best & Co., New York City.

Treasurer

L. A. ROGERS, John D. Mabley, Detroit, Mich.

President—E. DUDLEY PIERCE, Sibley, Lindsay & Curr Co., Rochester, N. Y.

Secretary—T. GUY DUEY, Wurzburg's D. G. Co., Grand Rapids, Michigan.

*An Educational
and Business Organization*

Executive Committee

B. W. CHRISTOPHEL, Chairman, Frank & Seder, Pittsburgh, Pa.

Program Committee

CHAS. F. WENDEL, Chairman, J. L. Hudson Co., Detroit, Mich.

Publicity Committee

JAMES W. FOLEY, Chairman, 431 So. Dearborn St., Chicago, Ill.

Educational Committee

A. E. HURST, Chairman, 231 W. 39th St., New York City.

Membership Committee

SAMUEL R. WEISS, Chairman, Chicago, Illinois.

Secretary's Report of I.A.D.M.

THE official report of T. Guy Duey, secretary of the International Association of Display Men shows the Association to be on a most substantial basis, as well as bigger in numbers and influence than at any time in its previous history. The report, published here, itemizes receipts and disbursements since the 22nd annual convention of the I. A. D. M., when new officers were elected and installed. Mr. Duey's report follows:

Official Statement

From the Secretary's Office
of the

International Association of Display Men
up to January 1, 1920.

Receipts

Received from Retiring Secretary..... \$792.12
Report of Chairman Geo. H. Lamberton,
Program Committee, 22nd Annual
Convention, July, 1919:

Receipts:

Exhibit Space\$1,380.00
Official Programs, Ad..... 385.00
Banquet tickets 1,060.00
\$2,825.00

Disbursements:

Hotel Sherman for banquet..... 1,060.00
Hotel Sherman for electric wiring,
labor 18.00
Incidental expense 35.00
Printing official programs..... 275.00
Convention Reporter 251.80
Stenographic work and office help.... 150.00
Printing exhibit diagram..... 35.00
Zinc cut exhibit diagram..... 4.10
Miscellaneous printing 43.00
Two assistants for Convention work.. 50.00
Material, labor on special exhibits..... 81.00
Postage and telegrams..... 65.50

Pinkerton watchmen 30.00
\$2,098.40
Check to balance..... 726.60
\$2,825.00

Receipts from Dues and Applications

July 18 to August 31..... \$12.00
September 17.00
October 29.00
November 46.10
December 39.00

\$143.10
Rec'd from D. B. Bugg..... 792.12
Check from G. H. Lamberton..... 726.60
Total\$1,661.82

Disbursements

Voucher

No.
1. 8/14 Bastian Bros., badges, medals,
etc. \$427.03
2. 8/14 D. B. Bugg, salary half month,
express on educational matter and
office property 40.65
3. 8/30 Commonwealth Ptg. Co., print-
ing letter heads, envelopes and 2,000
application blanks 19.00
4. 8/30 T. Guy Duey, postage, tele-
grams, typewriter repairs, express
and drayage, draft and exchange fee,
incidental supplies 26.92
5. 8/30 T. Guy Duey, salary, July 17
to Sept. 1 112.50
6. 9/29 T. Guy Duey, salary for Sep-
tember, postage, telegrams, etc.... 91.83
7. 9/29 Commonwealth Ptg. Co., 5400
letter heads and envelopes..... 67.95



Three of Our Latest Models

And we have a number of others. This season's demand for wax, will be the greatest on record.

Women's garments have never been more varied, more attractive, than they are at the present time—and they are going to be still more stunning. Hence the reason why you should have the best of wax figures to show off the fashions to the best advantage.

Call at our salesroom when you call to New York and inspect our interior "show window." You'll be delighted with our display of wax figures perfectly dressed gowns.

PALMENBERG

Est. 1852

NORWICH

Est. 1878

KINDLIMANN

Est. 1882

J. R. PALMENBERG'S SONS, Inc.

63 and 65 West 36th Street, New York

BOSTON

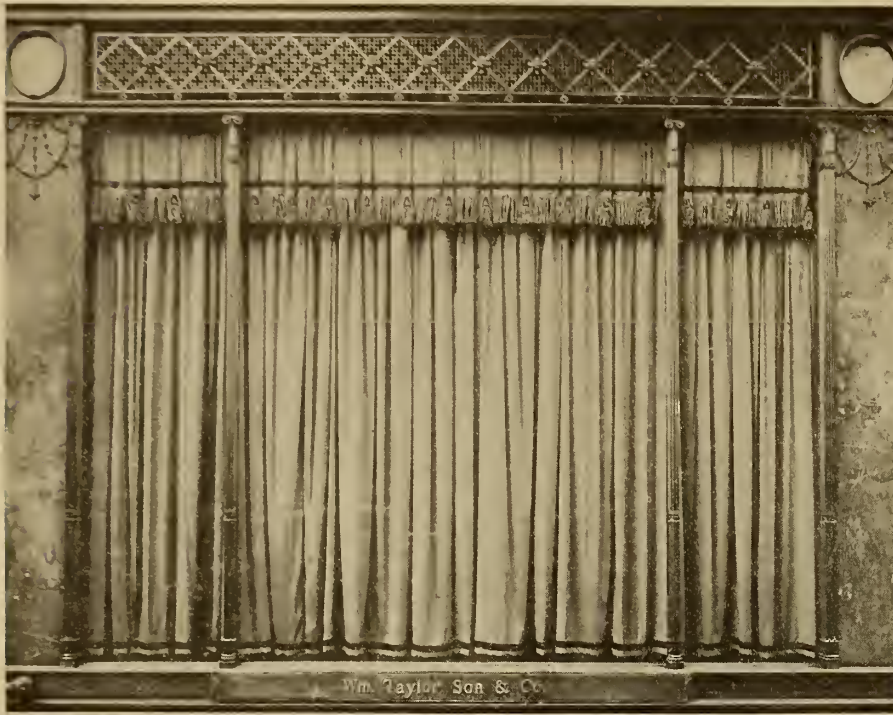
26 Kingston St.

CHICAGO

204 W. Jackson Blvd.

BALTIMORE

108 W. Baltimore St.



These photos
are typical of
"KICHLER"
design and
workmanship

The Wm. Taylor Son
& Co., of Cleveland,
recognized our ability
to handle the treat-
ment of their new and
beautiful windows—
and we proved it!

VALANCES
Drapes Panels
Velours

WE'RE PROUD OF THIS JOB

8.	10/16	Bastian Bros., 3 badges	6.00
9.	10/16	L. A. Rogers, receipt book and postage	2.10
10.	10/31	J. C. Herkiner Jewelry Com- pany, silver cup	26.00
11.	10/31	T. Guy Duey, salary, express and postage	79.21
12.	11/7	Ledward Photo Shop, re- mounting 730 photos in albums	131.40
13.	11/7	Quimby Kain Paper Co., 200 sheets Sylvan cover paper and cut- ting same for albums	14.95
14.	11/7	T. Guy Duey, telegrams, cut for Constitution covers	7.86
15.	11/25	E. Dudley Pierce, telegrams, postage and stenographer	10.90
16.	11/25	Commonwealth Ptg. Co., 1000 32 page and cover Constitution & By Laws	58.50
17.	12/10	T. Guy Duey—salary for No- vember, postage, carbon paper.....	86.50
			<hr/>
			\$1209.30
			<hr/>
			\$1661.82
			<hr/>
			1209.30
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Balance on hand.....\$ 452.52

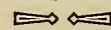
Respectfully submitted,

T. Guy Duey,
Sec. I. A. D. M.

Contest Photographs at St. Louis

ON January 5, the members of the St. Louis Display Men's Club met at the American Hotel and enjoyed an elaborate banquet followed by a snappy business session. Practically the entire membership of the organization was in attendance and benefited by the instructive demonstrations and addresses. The annual report of the club was read and showed the association to be on a most substantial basis. Following the business session a collection of 1919 I. A. D. M. convention contest photographs was exhibited and the various displays were discussed with great benefits to all present.

Harry Jones, Chicago, a member of a well known flower concern of that city, was an honor guest of the occasion and was voted an honorary member of the St. Louis Display Men's Club.



ANOTHER new local is in the making and Bartlesville, Oklahoma, will soon boast a real live organization of display men affiliated with the International Association of Display Men. C. S. Pollock, display manager for Zofness Brothers, Bartlesville, is one of the leading figures in preliminary activities and has communicated with T. Guy Duey, secretary of the I. A. D. M., requesting details relative to organization conforming with the specifications outlined by the parent body where affiliation is desired.

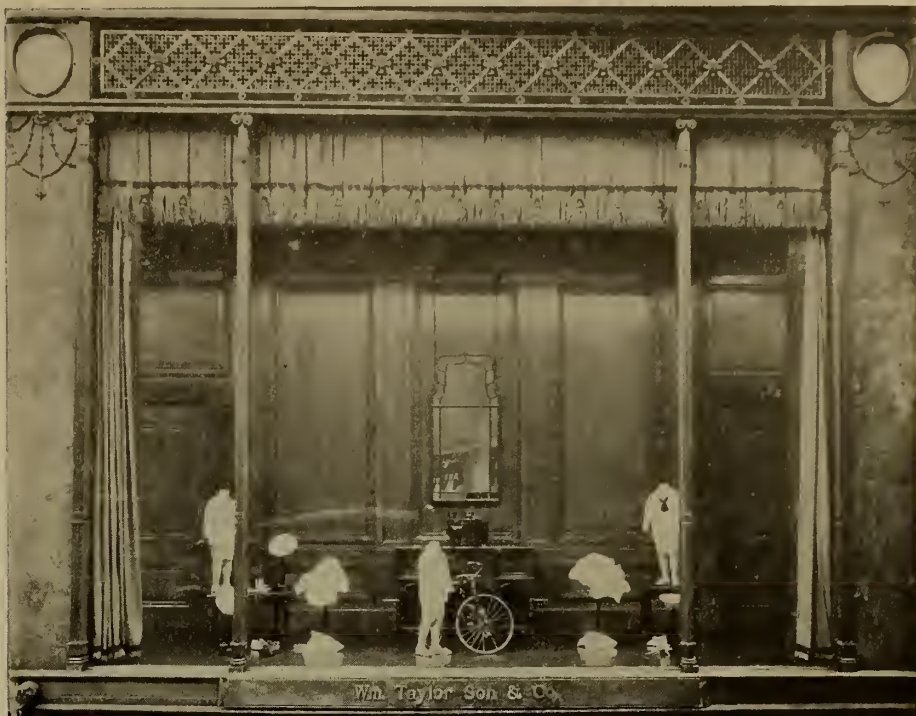
We'll gladly draw up special sketches for you.

If you are getting into a new building or changing your front you will want something distinctive.

Send us your measurements for our estimate.

VALANCES

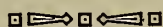
May we mail you our catalog?



THE L. A. KICHLER CO., 717 Lakeside Ave., N. W.
CLEVELAND, OHIO

I. A. D. M. Convention Plans

Chairman of Program Committee making rapid headway in preliminary arrangements for big Detroit meeting—Plans of exhibit space soon ready for manufacturers and dealers.



PLANS for the 23rd annual convention of the International Association of Display Men are progressing most satisfactorily according to the latest report from Charles F. Wendel, display manager of J. L. Hudson & Company, Detroit, Mich., and chairman of the Program Committee of the I. A. D. M.

At this early date Mr. Wendel and his associates in Detroit have perfected preliminary plans to the extent that hotel reservations for exhibit space have been made; and blue prints of the space to be used for exposition purposes are soon to be mailed to all manufacturers and dealers in store equipment, display fixtures and window and store decoratives. In this respect, the activities of the present roster of officers and members of the Detroit local are deserving of most hearty congratulations in having made such remarkable headway at this early date. Mr. Wendel has surrounded himself with a number of progressive men whose activities are manifest-

ing themselves with marked results, and at the same time proving themselves invaluable to Mr. Wendel in his big task of staging what Detroit promises to be the biggest and best I. A. D. M. convention in the history of the organization.

A most commodious and advantageous arrangement for exposition purposes has been assured. The space affords great opportunities for a most convenient and attractive display of materials and is situated midst surroundings of richness and beauty, conditions which will add materially to the general effect.

In commenting on the Exposition, Mr. Wendel has called attention to the importance of quick action on the part of all manufacturers and dealers contemplating exhibits at the convention. The mailing of plans will be so supervised as to place the plans in the hands of all prospective exhibitors at practically the same hour. The plans received, immediate action should be taken since the choice of

space will be allotted accordingly as reservation requests are received by Mr. Wendel. Also it is urged that exhibitors and display men contemplating attendance at the Detroit meeting make their room reservations at the Statler Hotel at the earliest possible convenience, since conditions are such in this great, thriving metropolis, that this action is absolutely necessary should one desire to avoid disappointment. To add to the hotel congestion, particularly during the summer months, are the thousands of vacationists and tourists. It is not difficult to see the advantage in following Mr. Wendel's suggestion of booking reservations early—now.

An early announcement of Mr. Wendel's, published several months ago in the I. A. D. M. department of *MERCHANTS RECORD AND SHOW WINDOW*, calling attention to the innovation of placing the demonstrations on a competitive basis has met with universal approval among display men. A most interesting and instructive feature will be provided through this method of conducting the great educational feature of the convention and Mr. Wendel, originator of the plan, is most pleased with the reception it is receiving by the men of the display profession.

While the prizes in the various classes have not yet definitely been decided upon awards will be made in each demonstration division. The judging will undoubtedly be on a point basis with two or three prizes for each class. Display men contem-

plating entrance into the demonstrations should notify the chairman of the Program Committee as soon as possible, and no applications will be given consideration later than May 15.

A rule or condition of the great demonstration competition which Mr. Wendel desires to be thoroughly understood is the one which concerns itself with the eligibility of display men in this contest. It should be specifically understood that should a man desire to enter said competition and resides in a city or town maintaining an association of display men, affiliated with the I. A. D. M., that man's application must be entered through the Local in his town. In other words, he would of necessity be an entry and representative of that local Association. Where there is no local body, display men may take part in the various contests as independent entries.

A most desirable demonstration space has been planned and Mr. Wendel plans to have from eight to ten men competing in each class at the same time. The competitors will be working in full view of the delegates and under conditions as would ordinarily exist in the show window. Each contestant is to be granted the privilege of an assistant. This great competition will undoubtedly prove the most valuable and interesting event ever presented at I. A. D. M. meetings, and display men will be more than rewarded for their attendance. Make your plans now.

Twin Cities Want Convention

“**S**T. PAUL in 1921.” That is the cry of the display men's locals of St. Paul and Minneapolis, Minn., famed as the twin cities. Indeed, the slogan is not confined to these two great cities, since it has long since been taken up lustily by men of the display profession and merchants from every nook and corner of the great Northwest. It all refers to the big convention of the great I. A. D. M. and it has resolved itself into a gigantic movement to bring the 1921 meeting of display men to St. Paul, Minn., where the display men's locals of the Twin Cities desire to jointly stage the event and give to the Northwest its first introduction to the display man's official association.

The many geographical advantages in such a meeting place, together with the tremendous benefits that will result to the advantage of the International Association of Display Men, briefly, are the compelling factors in the movement which had its conception several months ago, and which has developed into an earnest campaign to land the event. Other talking points of vital importance in the balloting on any convention city concern con-

vention quarters and accommodations and hotel comforts, and here, so say the Twin City supporters, the Minnesota city has more to offer than any other logical candidate for the big meet. In the St. Paul Auditorium they proudly boast of the best convention hall in the country, barring none, and in this respect find few, if any, who dispute the claim. Hotel accommodations, they argue, are second to none and much consideration is demanded on that particular score. With pride they recall the magnificent natural advantages of the Twin Cities and their vicinity as a famed spot for vacationists and tourists; and while on this subject the boosters do not forget to mention the beautiful lake trip which will be an added attraction for display men located in the east.

Merchants and display men throughout the Northwest have been sounded on the contemplated action of the Twin City locals and the results have been so gratifying, with assurances of the heartiest support that the leaders in the movement are satisfied that the I. A. D. M. convention at St. Paul, Minn., in 1921, the guests of the Twin City display

DISPLAY MEN, ATTENTION

You **want** and **must have** snappy, attractive, easy-to-read cards in your windows and throughout your store. That kind of work is only turned out with good brushes.

Know real satisfaction and perfect work, with no worry and trouble, by using

"Perfect Stroke"

Brushes and Supplies

They fulfill your ambition to have the best looking cards in town. "Perfect Stroke" Brushes do it because they are perfectly designed and rightly made. As their name implies—they give a "perfect stroke."

WRITE FOR MY CATALOG

I'll send it by return mail

BERT L. DAILY

Entire Fourth Floor Dayton, Ohio 126-130 E. Third St.

For Your Spring Displays

Our 1920 Spring Catalog is just off the press and you will find it filled with practical suggestions that will help to make your spring windows more attractive.

Send for this catalog today. It will not only help you in planning your displays but will show you how to save on your decorations.



Visit Our Display Room

Whenever you are in Chicago, we will be pleased to have you call upon us.

Our show room is conveniently located and here you will always find the latest and best ideas in window and store decoration.

Carl Netschert

Estate 12 N. Michigan Ave., Chicago

men and the display men and merchants of the great Northwest would result in tremendous advantages to the display profession and to the big international body as an association.

An interesting statement from the Twin City men, emphasized to the extent that it practically becomes a guarantee, is to the effect that should the I. A. D. M. vote to meet at St. Paul in 1921, it will have the solid support of merchants of that section of the country, moral, financial and by actual participation through attendance. Then there is the great body of business men, organized as the St. Paul Commerce Association, who have guaranteed to exert their influence in making the contemplated meeting the greatest event on record.

The above briefly outlines the plan of the men of the Twin Cities, as reported to the editor of *MERCHANTS RECORD AND SHOW WINDOW*. Further developments are promised at an early date. Convention committees have been appointed by the Minneapolis and St. Paul local clubs, and as representatives of the St. Paul committee, Ben J. Millward and R. B. Myers, were in Chicago recently on matters pertaining to the 1921 meeting.

L. A. Rogers, display and advertising manager for John D. Mabley Company, Detroit, Mich., and Treasurer of the I. A. D. M. featured the program of the Detroit Adcraft Club meeting recently. This organization conducts classes in advertising regularly and has an enrollment of over 300. Mr. Rogers' subject treated the successful methods of advertising in the men's wear store, and in his talk brought out most convincingly the power of the show window.

Twin City Locals Active

THIRTY-TWO display men were present at the Odin Club, Minneapolis, Minn., on the night of January 6, when the Minneapolis Display Men's Association entertained the members of the St. Paul club, and participated in the official launching of the Twin Cities campaign to secure for St. Paul, the 1921 convention of the International Association of Display Men, plans of which campaign are outlined on another page of this issue. William H. Hinks, display manager for J. W. Thomas & Company, Minneapolis, and a prominent member of the I. A. D. M. presided at the meeting which was addressed by the leading artists of both cities.

The Minneapolis display men will be the guests of the St. Paul Display Men's Association early in February, at which time a banquet and entertainment will be given, and further plans of convention matters discussed. H. E. Bartlett is president of the St. Paul Association.

Buffalo Club Entertains

THE Buffalo Association of Display Men entertained in royal fashion on the night of January 15, at the Hotel Touraine, Buffalo, N. Y. Following an elaborate banquet, a short business session was held, after which several prominent Buffalo men addressed the display men. To make the event one to be remembered it was climaxed by a box party at Shea's theater. The entire membership of the Buffalo local was in attendance and there were several guests of honor.

Special Report of Detroit Meeting

Dere display fellers:—

I just got back from good old "Chi" where you have to change your collar 4 times a day and skrub your ears every nite and mornin with "sic em" soap powder to chase the dirt—but Chi is sum town as we all know and we like it. Charlie was in Chi when I was there but we was to busy to be together much. While we was gone the detroit bunch of display artists held a meetin and elected officers for 1920. From the looks of things they took advantage of Charlie and me cause we was away. Here is the list of officers elected:

President, Charlie Wendel, J. L. Hudson Co.; Vice President, L. A. Rogers, John D. Mabley Co.; Secretary, Lawrence Hood, Schmidt & Schroder; Treasurer, Howard McKinnon, Eliot, Taylor, Wolfendon.

Directors

C. B. Rush, Grinishaw & Stevens; Roy H. Heimback, S. L. Bird & Sons; A. A. Hanson, F. G. Clayton Company; Jerome Jaffrey, Newcomb Endicott Company, and L. Shapiro.

These are a pretty nice bunch of fellers and if you don't believe it you'll see it when you come to the big convention in July for every mother's son is on his toes and doin preliminary work that will put acrosst the wonder convention of the I. A. D. M. We're getting in lots of new members and they are good ones to. The latest recroot is John Stiff who is an ole timer and will be a dandy help in our convention plans. John left a job at Kline's in Cincinnati to belong to a real live organization like ours. John is display manager for Ettlinger's now.

Charlie Ely the war horse who saw plenty of service with the 32 Division "over there" and is now doin grate work for Cunninghams 4 stores gave the bunch a nice talk and demonstration on linking up the window with national advertising and it was reel good and everybody said they appreciated it.

Well fellers I can't give much inside dope about the convention this time as Charlie aint quite ready to "spring the trap" yet but your goin to get it reel soon and in big bunches and so interestin that it'll make you sit rite up strait and take notise.

Yours respectfully, L. A.



The house of Initiative in Displays

**Every good merchant's records
prove the value of his show win-
dows.**

Frankel forms, fixtures and wax
figures are the choice of the
country's best and most success-
ful merchants—men who have
made a study of the science of
selling displays and the materials
with which to make them.

*Write for the Frankel 1920 catalog
"Our only Traveling Salesman"*

**1146
Broadway
at 27th St.**

**Phone
Madison Square
1490**



Perfect Plans for Kansas Meeting

PLANS for the third annual convention of the Kansas Association of Display Men have been perfected and an active campaign is now being conducted throughout the state with the purpose of interesting every display man and merchant in the big state meeting to be held at Salina, Kansas, May 10 and 11. On January 18 the directors of the state body met at Salina in conjunction with the Salina local and formulated committees and plans which, it is promised, will result in the greatest meeting in the history of the Kansas Association.

At this meeting many important subjects were discussed and acted upon, and one of peculiar interest provides for the division of the state into territories with a representative directing the work in each territory. This representative will be responsible for growth in membership in his territory. Through this very practical arrangement, the officers and members of the Association expect to witness a tremendous growth in the enrollment of active members. The meeting of January 18 also voted to issue at the coming convention an elaborate program which will be desired by members in attendance as a souvenir. This will be issued in addition to the regular form of demonstration program. Committees on program, entertainment, membership, booths and publicity were created.

Those present at the Salina meeting included, A. C. Dannenfeld, display manager for Stevenson's Clothing Company, Salina, and President of the Kansas Association of Display Men; Raymond T. Whitnah, display manager for Crosby Bros. Company, Topeka, Kas., and ex-president of the Association; J. H. Everetts, display manager for the Harlin Clo. Co., Topeka; E. Leo Harris, display manager for Rorobaugh's, Wichita, Kas., and Secretary and Treasurer of the Kansas Association of Display Men, and the members of the Salina local.

The Kansas Display Men's Association is composed of a body of progressive display men accomplishing results, and the annual meetings of the organization are well attended by those interested in the display profession in the state of Kansas. The educational programs are chosen with great care and demonstrations of more than ordinary educational value are provided by the leading exponents of the art. These demonstrations are not limited to the confines of Kansas, but each meeting discloses experts from the leading stores of the Southwest and Central States. Each year has seen extensive additions to the program and a corresponding extension in the manufacturers' and dealers' exposi-

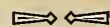
tion, the meeting of 1919, held at Topeka, presenting more than twenty exhibitors of store and window equipment and fixtures. Advance indications are that the coming meeting will be bigger and better than those successes of previous years, and already several manufacturers have expressed their intention of exhibiting their products at Salina on May 10 and 11.

Enthusiasm is running high since the recent important conference of directors, and merchants and display men are taking an even greater interest in the 1920 convention than that manifested in previous successful gatherings. Much of this enthusiasm may be attributed to the members of the Salina Display Men's Club, and who are, individually and collectively, ever imbibed with spirit and a will to accomplish things in a most resultful manner. The co-operation existing in this local is so perfect that its undertakings are always successful, and it is this harmony in organization, together with a most delightful hospitality, that augurs for the success of the third annual convention of the Kansas Association of Display Men.



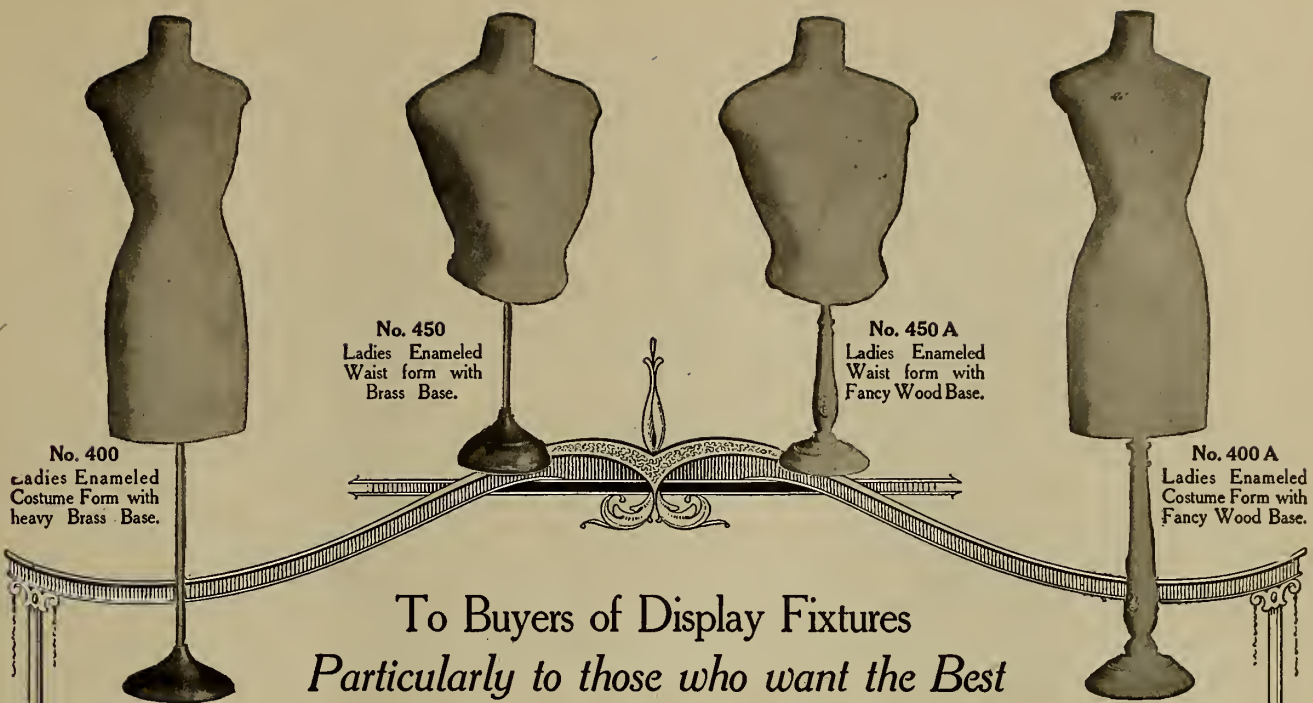
Kieffer Lectures on Displays

"HOW Window Displays Sell Goods" was the topic discussed recently by Clement Kieffer Jr., display manager for C. A. Weed & Company, Buffalo, N. Y., in conjunction with the Advertising Course of the School of Business Administration of the Buffalo branch, Y. M. C. A. Mr. Kieffer, known nationally as one of the leading artists of the display profession, is a forceful and interesting speaker and is in great demand on occasions of business and civic interest.



St. Paul Host to Minneapolis

THE St. Paul Display Men's Association entertained the members of the Minneapolis Display Men's Club at St. Paul, Minn., on the night of January 24. Twenty-one display men from Minneapolis were present and a like number from St. Paul. After a most elaborate banquet the meeting was addressed by several leading business men of St. Paul, including J. H. Todd, superintendent of The Golden Rule, and C. M. Peiffer, commissioner of the St. Paul Association of Public and Business Affairs. The former gave a most instructive and interesting talk on "The Display Department from the Superintendent's Viewpoint." Mr. Peiffer spoke on the future of the Twin Cities, and brought out forcibly the great advantages of St. Paul as a convention city.



To Buyers of Display Fixtures
Particularly to those who want the Best

Quality Display Fixtures

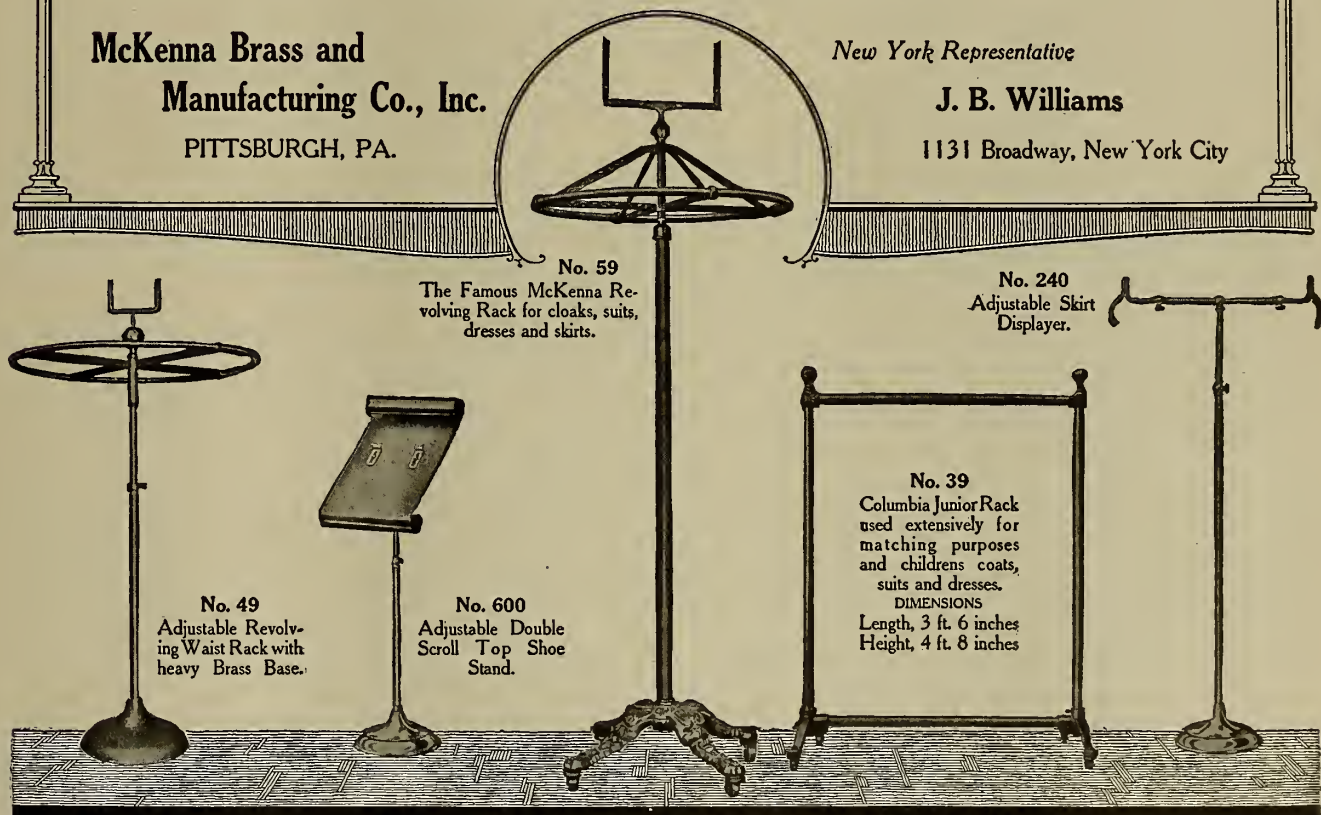
Has been our Motto for Sixty-six years. Every Fixture
is substantially built and finished by skilled workmen.

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**McKenna Brass and
Manufacturing Co., Inc.**
PITTSBURGH, PA.

New York Representative

J. B. Williams
1131 Broadway, New York City



Movements of Display Men

R. C. HAWLEY has resigned as display manager for Wieboldt's, Chicago, to become affiliated with the Champion Spark Plug Company, Toledo, Ohio.

W. F. REID, the new display manager for L. S. Donaldson & Co., Minneapolis, Minn., was in New York City during January placing orders for spring supplies.

CHARLES C. PAULSEN, formerly an assistant in the decorating department of the Fair, Chicago, has accepted a position as first assistant decorator for the W. A. Wieboldt & Co., Lincoln avenue store, Chicago.

JACK A. HYBARGER, well-known display man, is now dividing his time in display work between L. H. Meyer & Sons and Metzger Brothers, leading men's furnishing stores of Mobile, Ala.

JOHN T. MACKEY, after twenty-two months in the U. S. Army service, a year of which was spent in France, is back at his old post as display manager for Kespohl-Mohrenstecher Company, Quincy, Ill., going stronger than ever.

RAYMOND T. WHITNAH, display manager for Crosby Bros. Company, Topeka, Kans., was in Chicago recently placing orders for spring decorations. Ray found time to call at the office of *MERCHANTS RECORD AND SHOW WINDOW*.

FRED H. CAYER is now directing the display department of the Begin Brothers store, Woonsocket, R. I. He was formerly employed in a similar position with The Harris & Mowry Company, Woonsocket.

T. M. SOLOMON, JR., has resigned his position as a member of the display staff of Gimbel's, New York City, to assume charge of the window and interior decorations of the A. Harris & Company store, Dallas, Texas.

JOHN FALKNER, former assistant to Charles De Vausney, display manager for Nammis, Brooklyn, N. Y., is at present in charge of the windows of Oppenheim, Collins & Co., Brooklyn, under Mr. Benjamin, general display director of all the stores of this house.

E. R. CISSKI has been named director of the display department of Maxime's, Seattle, Washington, the largest millinery store in Seattle. He was previously employed in the display department of Carson, Pirie, Scott & Company, Chicago, Ill.

L. A. ROGERS, display and advertising manager for J. D. Mabley, Detroit, Michigan, was in Chicago during January on I. A. D. M. matters, and as a representative of his store attended the mid-winter conference of the National Association of Retail Clothiers, held at Hotel Sherman.

HOWARD C. OEHLER has been named to succeed R. C. Hawley as display manager for the Lincoln avenue store of W. A. Wieboldt & Co., Chicago, Ill.

C. L. GREER, display manager for the Hudson's Bay Company, Vancouver, B. C., was a recent visitor to the Chicago office of *MERCHANTS RECORD AND SHOW WINDOW*.

EDWARD A. CURTIS, for the past four years display manager for R. N. Neustadt, La Salle, Ill., has been appointed director of the display department of the Maurice L. Rothschild store, Minneapolis, Minn.

CLARENCE C. DRY, formerly with the W. A. Graham Company, Pryor, Oklahoma, has been appointed display manager of the Boston Department Store, Fort Smith, Arkansas.

JOHN STIFF, recently resigned as display manager of J. Kline's, Cincinnati, Ohio, has been appointed director of the display department of Ettlinger's Specialty Store, Detroit, Michigan.

R. G. SCOTT has accepted the display manager's position at the J. R. Coppins store, Covington, Kentucky. Mr. Scott was recently of the decorating staff of the John Shillito store, Cincinnati, Ohio.

C. LEO STANFIELD, for the past five years in the decorating department of the Denton Company, Cincinnati, Ohio, has resigned to accept the display manager's post at Kline's, same city, succeeding John Stiff, resigned.

JOHN CHALMERS, formerly of the decorative staff of Loeser's, Brooklyn, N. Y., has joined the display department of Abraham & Straus, where Mr. Katz directs window and interior decorations.

MISS BESSIE L. WINSOR has been placed in charge of the show case and ledge displays for the Bon Marche, Seattle, Washington. This feminine display artist is also an instructor in display art at the Seattle night school.

MR. KENNY, display manager for Oppenheim, Collins & Co., Brooklyn, N. Y., is expected to return from Lakewood, N. J., soon, where he has been recuperating following a serious illness. It is hinted that Mr. Kenny will return in another capacity.

CHARLES F. WENDEL, display manager for J. L. Hudson & Company, Detroit, Mich., and chairman of the I. A. D. M. Program Committee, was in Chicago recently attending to several important preliminary matters relative to the big convention to be held in Detroit next July.



Another NEW DESIGN

This very pleasing background stands 8 ft. high, with a spread of 12 ft. in width. With vases it will fill very nicely a 16-foot show window. The design is very effective and the restrained manner in which the design and color is handled will give your merchandise a chance to stand out to the very best advantage. Price complete with (2) "cutout" vases, only \$75.00.

The decorative backgrounds shown on this page are only two out of quiet a number that you will find in our new catalog. Write for this catalog—it is very interesting, and you will find it valuable.

BODINE-SPANJER COMPANY

*Designers and Manufacturers of Decorative
Backgrounds for Show Windows*

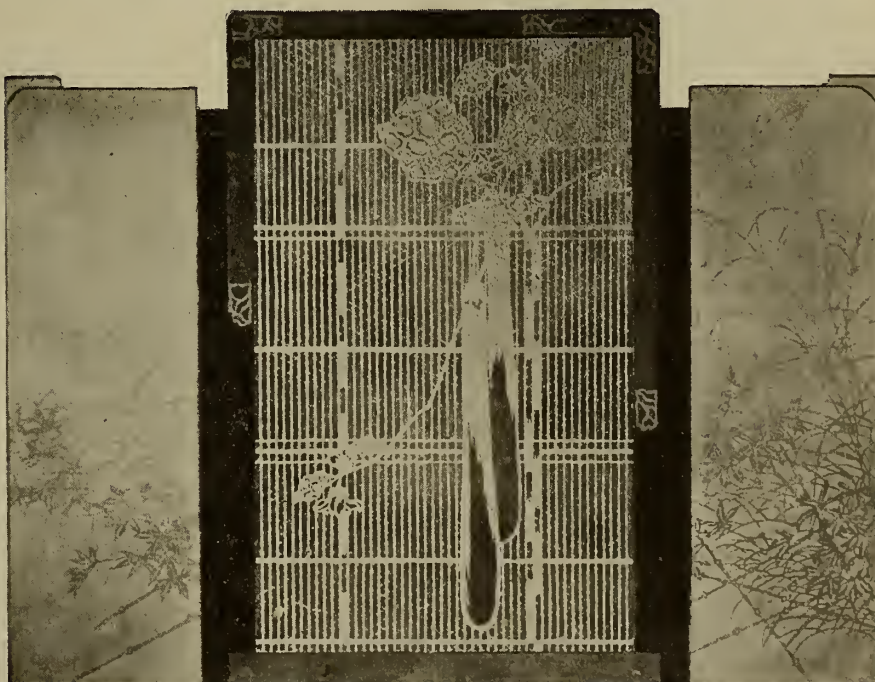
Phone Diversey 2585

1160 Chatham Court
CHICAGO

To get to our studios, take Larrabee St. car, on Dearborn St. (down town), go north, get off at Division St. and walk 1 block west to Chatham Court.

Do not fail to visit our show rooms and studio when in Chicago.

The design at right shows a three-panel screen. This screen is in fact a background of merit and the convenience of installing same in your show window will mean much to you at the last minute. Size, 7 ft. high, by 9 ft. wide. Price, complete \$65.00.



For Our Advertisers

Attractive and Practical Plaster Figures

MANY display men will find just what they are looking for in the line of decorative features for the spring opening displays in the beautiful assortment of plaster figures, fountains, etc., manufactured by the Chicago Statuary Company, 476 Milwaukee avenue, Chicago. An extensive illustrated folder featuring the many numbers of this reliable concern is now off the press and will be sent to any display man on request.



WASHINGTON. (COLONIAL DRAPE)

A beautiful assortment of plaster busts are being offered at this time at most attractive prices, and display men contemplating window displays commemorating Washington's Birthday will do well to have one of these numbers on hand. Immediate shipment is guaranteed. The bust illustrated here presents the colonial style and stands 20 inches high. A new design 30 inches high in congressional robe drape is a most beautiful piece of work and sells at \$8.75. The style illustrated retails at \$3.00. Other styles are Washington or Lincoln, draped, 24 inches, \$4.50 each; Washington, military drape, 34 inches, \$12.00. See advertisement of The Chicago Statuary Company on another page of this issue.

A New Kind of Fixtures

With the view of supplying a demand for wood display fixtures of the highest possible quality both as to materials and workmanship, the Botanical Decorating Co., 208 W. Adams St., Chicago, has put out a line that is attracting much attention.

It was not the purpose of this firm to enter the fixtures field as a competitor with the firms already established, but to specialize on a line of fixtures intended only for those who want the very best obtainable and are willing to pay the price that such fixtures must necessarily cost.

The "Super" fixtures, as the Botanical line is called, have been designed by E. M. McCartney, whose excellent work as display manager for the Joseph Horne store is known to every display man in America. Mr. McCartney has spent many months in perfecting the several styles and all of them are remarkably rich and artistic.

They represent the best that can be had from skilled designing combined with the highest class of cabinet work and the best materials obtainable. The Super fixtures are works of art that will compare favorably with the costliest furniture. The designs are original and all of them are protected by copyright.

Naturally these remarkable fixtures are higher in price than others and there are many merchants who would not feel justified in paying the price that must be asked for them. On the other hand there are merchants who can afford it and are quite willing to pay for the best the market affords. This is indicated by the fact that a number of sales have been made, although the Super line has been out but a short time and has not yet been introduced by traveling salesmen.

The new line is on exhibition at the display room of the Botanical Decorating Co., at 208 W. Adams St.

A "Lounge" for Display Men

A feature of the new Adler-Jones display room at 206 South Wabash avenue, Chicago, is a "lounge" for display men. This is a commodious room, shut off by plate glass partitions and fitted with a lot of big, easy chairs and all sorts of conveniences for visiting display men. Here the visitor may stretch out in big comfortable chairs; write his letters, telephone and take his ease generally.

Display men and merchants are cordially invited to make this room their headquarters while they are in Chicago. They are assured of an equally hearty welcome whether they wish to buy or not.

Natural Decorations

During the past few years, natural southern greens have become highly popular for store decoration. Smilax, palms, magnolia foliage, needle pins, etc., are being used more and more each year. The chief reason for the popularity of these greens lies in their attractiveness and to this is added the advantage of low cost.

The Rumbley Co. of Evergreen, Ala., announces for this season an unusually fine lot of Southern greens, including all of the old favorites. Particular care is used in gathering, sorting and packing the Rumbley greens and they are guaranteed to reach the purchaser in first class condition.

A Book of Ideas

Most display men will find much to interest them in a new 32-page book that will be issued in a few days by the Schack Artificial Flower Co., 1739-41 Milwaukee Ave., Chicago. This book is a supplement to the big spring catalog and is filled with new ideas. Among the interesting illustrations are a considerable number showing decorations made from wall board combined with cretonnes and other materials.

These designs have been made in the Schack Studios and are different from anything that has been produced heretofore along these lines.

The supplement also shows a great variety of wicker and willow work designs turned out by the Schack factory. There are also illustrated a number of other new decorative specialties such as are constantly being turned out by this progressive firm.

It is suggested that those who are not on the Schack mailing list should write for this interesting book as well as for the regular Spring Flower Book, both of which are well worth sending for.



Artistic Parisian Wax Figures and Forms

PIERRE IMANS

Sculptor and Modeler in Wax

CHEVALIER OF THE LEGION OF HONOR

*Panama-Pacific Exposition, San Francisco, 1915, Hors Concours
In order to obtain perfect wax figures, see that my signature is
stamped in the wax.*

Do not buy wax figures before having consulted my catalogue.

Illustrated Catalogue No. 24 Free

Orders received through the medium of Paris Commission House

Packing Guaranteed Commission Export

10 RUE DE CRUSSOL, PARIS, FRANCE

BRADFORD-CHICAGO

Bradlite

COLOR MATCHING LAMP

SHOWS COLORS IN THEIR
TRUE VALUES

For years the matching of colors of silks, velvets, dress goods, trimmings, spool and embroidery threads has been a serious and annoying problem to the retail merchant. Hitherto daylight has been necessary to accurate matching because of the fact that all artificial light possesses color elements which actually change color values.

BRADLITE CAN BE USED ANY TIME OF DAY OR NIGHT,
ON COUNTER OR SHOWCASE

FREE TRIAL OFFER

To responsible merchants we will send one unit
with the privilege of return if for *any reason* it
does not meet with your approval.

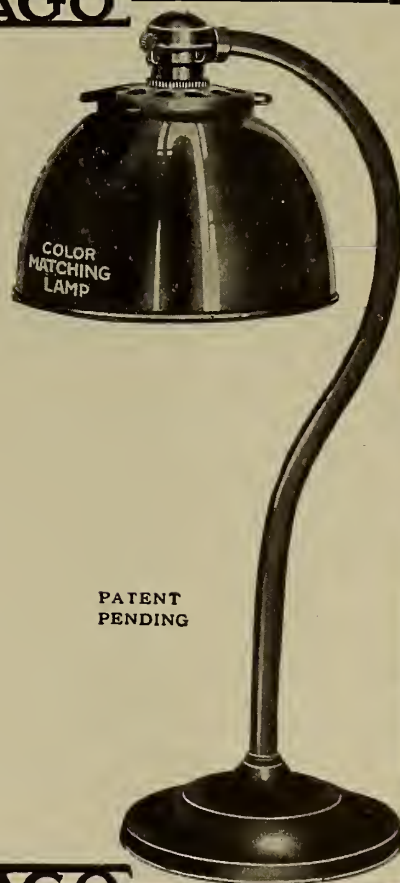
If it doesn't do all we claim, send it back

NO INSTALLATION EXPENSE. NO UPKEEP EXPENSE

Complete unit, 22 inches high, ready to install, with silk cord and standard plug,
\$12.00 each, f. o. b. Chicago.

I. L. BRADFORD & COMPANY

STORE DISPLAY FIXTURES—SEND FOR LATEST CATALOG
178 W. Jackson Blvd. Medinah Bldg., Chicago



BRADFORD-CHICAGO

COMPO-BOARD

To get the desired effect (see illustration) and to build substantial, attractive, artistic show window backgrounds, nothing can take the place of COMPO-BOARD. Good plan to have a supply always on hand.

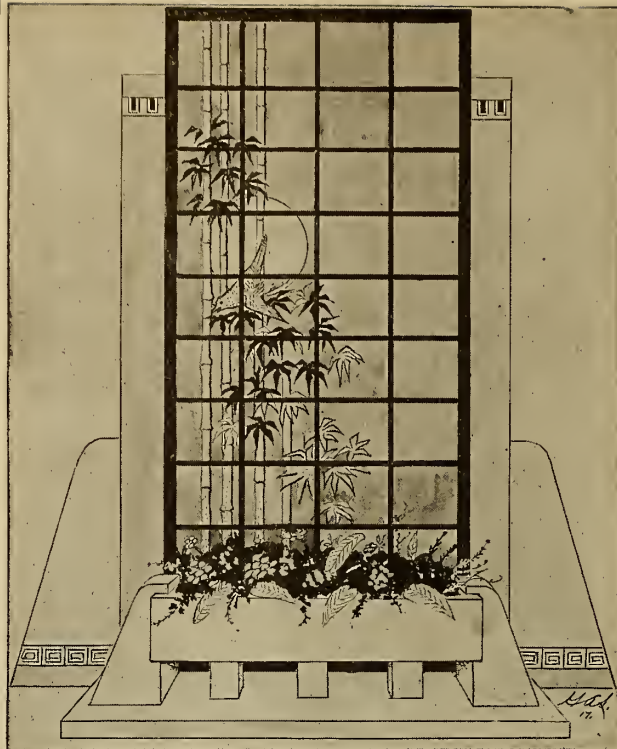
Compo-Board is built with kiln-dried wood slats as a foundation, and must not be confused with substitutes of so-called board, which are really nothing but pulp-paper or cardboard.

Compo-Board comes four feet wide by 1 to 18 feet long. It can be sawed in all directions without splitting. Compo-Board is not affected by heat or moisture, consequently will not warp, buckle or split.

Send for sample of Compo-Board.

Compo-Board Company

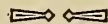
1404 LYNDAL AVE. NORTH
MINNEAPOLIS, MINNESOTA



Window Valances de Luxe

Display men and merchants generally will find much to interest them in the advertisement of the L. A. Kichler Co., which appears elsewhere in this issue. In connection with this announcement are photographs illustrating an original and remarkably attractive manner of curtaining the windows of the high class Taylor store in Cleveland. One picture shows a window with curtain drawn and the other with it open and the effect in each case is highly pleasing.

High class valances, shades and curtains are now used to an extent that was not dreamed of a few years ago and no window is now considered complete without appropriate drapery. The Kichler Co. is doing notable work in this line. The factory is a large one and it is equipped with the most improved appliances for turning out products of the highest standard. The Kichler designers are specialists and are always prepared to submit original sketches based upon suggestions of prospective customers. The Taylor job is only one of many important ones handled by the Kichler Co.



Spring Decorations

An exceptionally interesting catalog has just been issued by the Carl Netschert Estate, 12 N. Michigan Ave., Chicago. It illustrates and describes a particularly fine collection of spring decorations, including a number of new designs that will appeal to most display men.

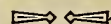
This is one of the oldest artificial flower houses in America and has established an enviable reputation for high class decorations at moderate prices. It is suggested that display men write for the new catalog and a cordial invitation is extended to them to visit the big display room whenever they are in Chicago.

Notable Spring Decorations

A remarkable growth has been shown by the artificial flower house of J. F. Gasthoff & Co., of Danville, Ill. This firm has branched out in several directions during the past few years and several important lines have been added.

The Gasthoff factory is equipped with the special machinery for turning out all kinds of flowers and it is claimed that this is the largest plant in the United States making both cloth and paper flowers.

This season, in addition to a large and varied line of flowers, plants, vines, foliage, etc., a splendid collection of wicker and willow ware is being offered. Mr. Gasthoff states that, owing to his favorable location and low manufacturing costs, he is able to sell his goods at rock bottom prices. A four-page ad of J. F. Gasthoff & Co. appears in this issue. It includes a variety of attractive subjects that will interest most display men.



A Big Fixture Campaign

David Sobel's Sons of New York announce a nationwide advertising campaign with the purpose of announcing that through purchasing their fixtures, apparel houses can effect a substantial saving. Following their advertisements in MERCHANTS RECORD AND SHOW WINDOW they received many requests for the selling agency of the Sobel fixtures in various localities. The company invites further correspondence from prospective local agents.

The manager of David Sobel's Sons states that they are rounding up the big chain stores and that this is being accomplished easily because of the high quality and low prices of their line.

Persons interested in handling the Sobel line of forms are requested to communicate with Mr. J. Sobel, 143 Grand St., New York.



A Special Offering for SPRING This Highly Effective Background **\$35.00**

ONLY a limited number of these backgrounds can be produced which allows us to assure a guarantee delivery. Your order must be placed at once to participate in in this plan.

These decoratives are entirely constructed of wall-board and lumber seven and a half feet high, ten feet long, the coloring is done in oils of unusual spring shades, which makes them an ideal treatment for a splendid exhibit.

Don't be one of the disappointed ones. Send your order *now* and be sure of your service. Different scenes are painted when more than one set is wanted.

Catalogue sent only to bonafide displaymen. Request must be made by the firm.

MODERN ART STUDIOS,

431 N. Clark St., Chicago, Ill.

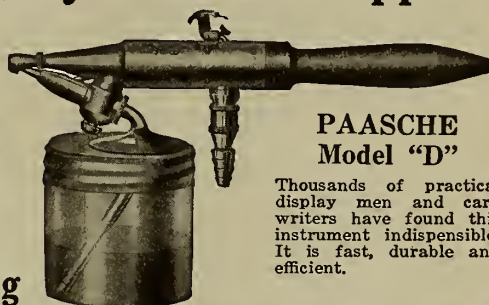
A Paasche Air Brush Pays Its Own Way Whenever Applied To Sign Cards or Display Matter



You Need One of our Model "D" Air Brushes to use in decorating your spring windows. It will more than pay for itself before the season is over.

Our New Catalog

contains many clever ideas for the display man and card writer. Send for It Now



**PAASCHE
Model "D"**

Thousands of practical display men and card writers have found this instrument indispensable. It is fast, durable and efficient.

Paasche Air Brush Co.
1229 Washington Blvd. CHICAGO



Get Ready for Spring—Boys!!

Our READY TO LETTER CARDS are the kind you'll be proud to letter.

The liveliest men all over the country are using them. Better get busy. Our "punchy" 20-page descriptive booklet is yours for the asking—if you write on business stationery—or better still—send us \$3.50 and we will forward you a complete assortment of 18 cards, all sizes, prepaid.

The cut on the right, pictures one of our cards after being lettered.

THE LACKNER COMPANY, 108-110 W. 5th St., Cincinnati, O.



CARTERS FAMOUS GREENS

for Spring Openings

You will very soon want to put in your spring and Easter opening windows. Nothing is more indicative of the freshness of the season than my smilax and other evergreens for decoration. I quote you a few items as follows:



The above illustration shows just a corner of our shipping department. On these beautiful days everything is handled out in the open where we are all right close to nature. Exceptionally fine crop this spring.

SOUTHERN WILD SMILAX

There is no finer decoration for Stores, Show Windows, Churches and Halls. Has wonderful lasting qualities.

Case No. 1 contains 600 sq. ft.	Price.....	\$4.50
Case No. 2 contains 400 sq. ft.	Price.....	3.50
Case No. 3 contains 300 sq. ft.	Price.....	3.00
Case No. 4 contains 200 sq. ft.	Price.....	2.50

LONG NEEDLE PINES

A beautiful and novel decoration; large, dark, glossy needles; beautifully marked stems.

Price, per dozen.....	\$1.25
Per 100	7.00
Chamaerop Palm Crowns.....	Per doz. 2.00
Chamaerop Palm Leaves.....	Per 100 2.50
Sabel Palm Leaves, the large kind.....	Per 100 2.50

MAGNOLIA FOLIAGE

Very fine in decoration, put up in same size cases as Smilax, at same price.

Gray Moss, per sack of 20 lbs.....\$2.00

ASHLEY FLORAL COMPANY

Successors to Geo. M. Carter

Evergreen

Alabama

KANT KRACK

SKINLIKE WASHABLE FINISH DISPLAY FORMS.



are superior to all other makes. They have the endorsement of the foremost ready-to-wear and department stores throughout the United States and Canada. 1920 Spring and Fall Models are NOW READY FOR SHIPMENT.

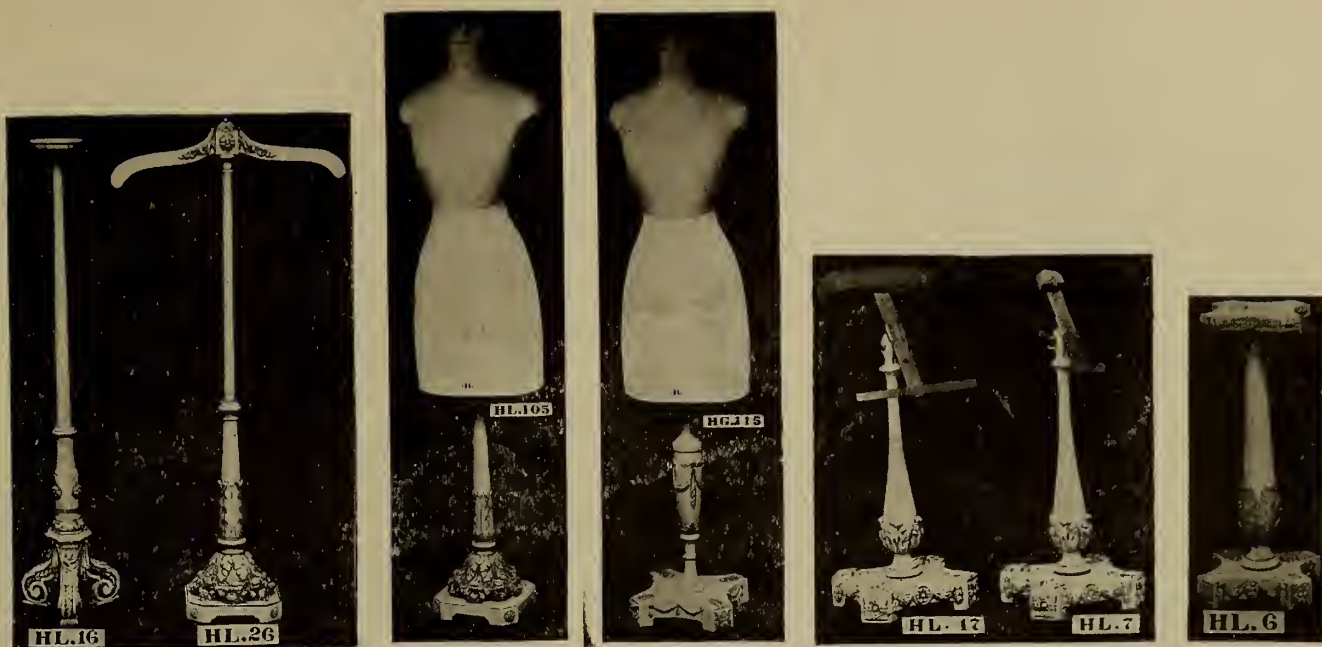
Write for our new folders and complete catalogs. They are just full of ideas which are invaluable to the modern storekeeper.

FIXTURES
FORMS

WAX
FIGURES

RACKS
AND
HANGERS

Greenwald's
NEW YORK
812 Broadway



We Offer You the Very Highest Quality in Period Wood Fixtures (Good Deliveries)

Our Catalog "L" and insert gives all details.
WINDOW VALANCES—ask for samples—a big stock on hand.

NOTE THE ORIGINAL DESIGNS

Beautiful Velour Window Rugs. Write for circular showing colors.
Catalog "E" shows Forms and Metal Fixtures.

Visit Our Chicago or New York Show Room

THE HECHT FIXTURE COMPANY

Medinah Building, Wells Street and Jackson Boulevard, Chicago

NEW YORK SHOW ROOM:
65-67 East 12th
Between Broadway and 4th Ave.

A New Kind of Floral Decorations



You will find our flowers different.

They have a character entirely their own that comes from artistic designing, careful workmanship and perfect finish.

The illustration gives an idea of some of our wisterias. These are exquisitely beautiful designs but much of the detail has been lost in the picture.

S-106 Wisteria Tree—This is one of the most strikingly effective decorations ever produced. A truly splendid combination of flowers and foliage. Height, 6 ft.; total length, 12 ft. without tub, each, \$18.00.

S-107 Wisteria Vine—The same flowers and foliage as shown in S-106. Length, 36 in., 3 flowers and 12 leaves, per doz., \$12.50.

S-108 Wisteria Hanging Basket—Made up of 6 vines (S-107) and 4 foliage and flowers sprays, in two-tone painted wicker basket. Each, complete, \$14.00.

We have dozens of other attractive designs. Write us today.

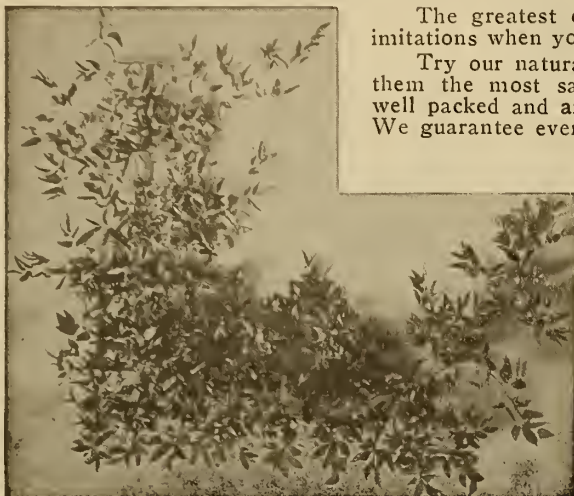
Modern Artificial Flower Co., Inc.

840 North Avenue

CHICAGO

Nature's Own Decorations

They Cannot Be Imitated—Much Less Improved Upon



The greatest of artists can only imitate nature; so why should you use imitations when you can get nature's own unrivaled products for less money?

Try our natural Southern greens for the coming season and you will find them the most satisfactory of all decorations. They are carefully selected, well packed and are only a few hours from the trees when you receive them. We guarantee every order to be satisfactory.

SABAL PALM LEAVES
MAGNOLIA FOLIAGE
LONG NEEDLE PINES
CHAMAEROP PALMS
HOLLY
FADELESS MOSS
SOUTHERN GREY
MOSS

All of these greens
can be supplied in any
quantities.
Our quotations are F.
O. B. Evergreen.



Long Needle Pines

Beautiful as a palm in decoration; attractive in the window; splendid sellers for church or house decoration. If you propose handling "greens" for profit, try them.

	Each	Dozen	Hundred
2 feet high.....	\$0.10	\$1.00	\$6.00
3 feet high.....	.15	1.50	9.00
4 feet high.....	.20	2.00	11.00
Assorted sizes, 2 to 4 feet.....	1.50		9.00

Extra large sizes, 5 to 6 feet, \$0.50 each.

All Orders
Shipped
Promptly

Caldwell, The Woodsman
EVERGREEN :: :: ALABAMA

Southern Wild Smilax

(Magnolia foliage same price as Smilax.)

The most exquisitely beautiful evergreen vine in existence. Prices and capacity as follows. No advance in prices since war started.

Case No.	Covers Approx.	Weight	Price
1	100 sq. ft.	15 lbs.	\$1.00
2	200 sq. ft.	20 lbs.	2.00
3	300 sq. ft.	25 lbs.	3.00
4	400 sq. ft.	30 lbs.	3.50
5	500 sq. ft.	40 lbs.	4.00
6	600 sq. ft.	50 lbs.	4.50

The LEON ATTACHMENT

PATENTED
Pat. U. S. & Canada.

Raise and Lower Attachment to Accommodate Goods to be Displayed

To Remove Push Wire Off of Bar Here

And Pull Up Slightly Here

EASILY REMOVED OR ADJUSTED UP OR DOWN ON STAND

Multiplies the Uses of Your Display Fixtures One Thousand Times.

Get Our New Descriptive Booklet

Contains many illustrations of the Leon Attachments as they may be used in connection with your display fixtures.

Send for It To-day

MORRIS LEON MFG. CO.

7119 No. Clark St.
CHICAGO, ILL.

William and Mary Design Neckwear Unit

A Fixture that increases the effect of Unit Display

Other Fixtures of Quality and Design will be found in our Catalog M. R. No. 4. *Send for it*



Our new Catalog M. R. No. 5 of Modern Shoe Fixtures just off the press

The Onli-Wa Fixture Co.

Originators of Practical Display Fixtures for the Modern Window

Dayton

Ohio



Humanized Wax Figures

You will notice the difference between Feldman Figures and others the moment you see them.

Feldman Figures have a style and distinction that place them in a class of their own—they are the aristocrats of wax figures and they show off the handsomest gown or the simplest house dress with all the grace of the handsomest living model.

These figures are as nearly perfect as the most expert sculptors can make them and each one is finished with exquisite care. They will increase sales wherever they are used.

All Feldman Display Fixtures are as good as Feldman Figures. You will find them handsome in appearance, durable in use and they cost no more than ordinary fixtures.

Send now for our latest circular—It's a good one.

Feldman Fixture Co.

22-26 W. 30th St.

New York



Our displays were excellent, but they *did not sell*—

"Our merchandise was of the best and we knew our prices were conservative in comparison with the prices of other stores.

"But the cold fact remained, we were not selling the goods we should through our displays.

In this typical Kawneer Installation note the large amount of window space for a store of this frontage.

Are your windows as inviting as these? They should be!

"We then analyzed and investigated and compared our store conditions with that of other successful merchants.

"And this is what we found. We found our STORE FRONT was counter-acting our window displays.

"Then we decided on a KAWNEER STORE FRONT.

"Now after a few months we can hardly believe the results. The Kawneer Store Front specialists increased our window space with our same frontage. But our lesson was costly."

Are you satisfied with the results your windows are producing? We can show you how the Kawneer Front will increase your sales.

Our BOOK OF DESIGNS contains a number of illustrations showing diagramatic and actual installations. Write today for a copy.

For Your Convenience Use the Coupon

Kawneer Manufacturing Co., 2102 Front St., Niles, Mich.

Kawneer Manufacturing Co.
2102 Front St., Niles, Mich.
Send me the BOOK OF DESIGNS.
Name
Address
City and State

Nature's Decorations Are Best



Wild Smilax

The beautiful, verdant foliage from the woodlands of the Sunny South will give the true touch of Spring to your window and store decorations.

The exquisite green of the dainty smilax—the rich double-tones of the splendid magnolia—the soft, neutral grey of Spanish moss, and the graceful palms and pines—any or all of these will put the spirit of springtime into your windows and store.

Wild Smilax, standard case, 50 lbs.....	\$4.50
Magnolia Foliage, standard case, 50 lbs.....	4.50
Needle Pines, per 100.....	8.00
Palm Leaves, long stems, per 100.....	4.00
Palm Crowns, assorted sizes, per doz.....	2.50
Gray Moss, per bag, 25 lbs.....	2.50
Natural Sheet Moss, per bag, 10 lbs.....	3.00
Fadeless Green Sheet Moss, per bag, 10 lbs.....	4.00

All prices F. O. B. Evergreen, Ala.

Plan to use our greens in your spring windows. You can depend upon them to be freshly gathered and of the highest quality. We guarantee them fully.

Make up your order from this ad.

THE RUMBLEY CO.,

EVERGREEN, ALA.



There are several

good reasons why it will pay you to use

Mutual Flowers

for your spring decorations. You will find them beautiful in appearance, perfect in material and lower in price than any other good flowers on the market.

You will use our flowers eventually, why not begin with your spring displays? Our new line is ready and you will find in our splendid assortment just what you want at prices that will prove most satisfactory.

*Write Us Today for
Our New Spring Catalog*

Mutual Flower Co.

82 West Third Street

NEW YORK

Show Card Writers



producing the best work are those who are particular as to the quality of material they use—that is why the majority of experts now use

DEVOE
Show Card
COLORS
AND
BRUSHES

We would be glad to send to anyone descriptive Circulars of

our various lines for Show Card work, also Sample Card of Show Card Colors upon request.

Ask Dealers for Devoe Products or

Devoe & Raynolds Co., Inc.

New York Chicago Kansas City New Orleans
Buffalo Denver Minneapolis Cincinnati

What Is Your Answer?



Best style
dress form
enameled on
square monu-
ment of bronze
base.

\$13.50

That our forms are the only ones actually preferred to the expensive forms, is proved by these *facts*.

The most prominent and successful chain store operators, who buy forms practically every week in the year, prefer our forms to all others.

The Adelberg Feder Stores, N. Y. Waist House, N. Y. Waist Stores, Rainbow Waist Shops, and the J. C. Penney Co. buy our forms only.

The J. C. Penney Co. is to open 100 stores this spring. They will be located in every state in the Union. We have received the orders for every form that will be used in every one of these 100 stores.

Note These Prices

We show our two largest selling items with prices to prove that we can supply the highest quality forms at a saving of 25 to 35 per cent as compared with the prices of firms that have expensive salesrooms, salesmen, officers, and other costly upkeep that must be added to the cost of their fixtures.

Send us a trial order, and we guarantee you will be as enthusiastic about our goods as others have been.

Immediate deliveries made possible by immense increase in our plant plus a profit-sharing plan with all employees.

David Sobel's Sons

Successors to

Co-operative Display Fixture Co.

143 Grand St.

New York



Latest style, finely enameled
waist form. Square monu-
mental bronze
base **\$8.50**

For Your Spring Displays

We have a splendid line of flowers and kindred decorations for the approaching spring season.

Our salesmen are now on the road and will be pleased to call upon you or we will send you samples if you are interested.

Write us today—it will pay you

E. C. DIETZ

Successor to Wm. Buhrig Co., Established 1899
219 E. 34th St. NEW YORK

Here's the proper ready-to-fit eyelashes for wax figures. The same as we supply to leading manufacturers of wax figures both in United States and Canada.



Eyelashes made of the finest French stock. Correctly shaped. Full directions included enable any person to fit them in place. Price per set (of four lashes), 50c; six sets, \$2.50; 12 sets, \$4.50.

LIQUID IVORY CEMENT The Most Powerful Cement Known
Mends joints solid as welded iron. Dries hard over night.
For broken wax fingers, broken dolls or anything where it is necessary for permanent joining.

Fully Guaranteed
2 Ounce Bottle, \$0.50
4 " " .75
6 " " 1.00
8 " " 1.50
16 " " 2.00
32 " " 3.00

Full directions how to use with each bottle.

HARRISBURG WAX FIGURE RENOVATING CO.
335 Crescent Street Harrisburg, Penna., U. S. A.



New Designs
in

Fancy

Background Papers
Borders and Novelties

Have your name on our
mailing list for our latest
samples.

DOTY & SCRIMGEOUR SALES CO., INC.

30 Reade St.
New York, N. Y.

The House of Novelty
Decorations

HARDWOOD FLOORS For Show Windows

Send today for our catalog illustrating a great variety of show window floors printed in natural colors.

E. R. NEWCOMB

Telephone Harrison 7303

730 S. Wabash Ave.

Chicago

BACKGROUNDS

and

Art Window Flooring

Everything for the Display Man
and Card Writer

E. J. BOYLE & BROS.

Designers and Manufacturers

29 W. Maryland St.

Indianapolis, Ind.



WE SELL YOU OUR
WINDOW DISPLAY FIXTURES
+ PLUS +

Experience, Service, Satisfaction
and
Reliability

Send For a FREE New Catalogue

Artistic Wood Turning Works

Formerly POLAY FIXTURE SERVICE

519-521 N. Halsted St.

CHICAGO, ILL.

These Outfits are a Great Investment

These outfits will greatly reduce the cost of maintaining your wax figures and flesh enameled display forms.

USED BY LEADING STORES IN VERY STATE



With This Outfit—You Can Clean and Retouch Your Own Wax Figures

Producing the same high class (oil finish) as executed at the factory. COMPLETE OUTFIT includes prepared materials to clean and retouch 100 figures. Full formula. Tools. Instructions.

Price for complete outfit.....\$5.00

USE NUENAMEL to clean and refinish your enamel forms the right way. With this complete outfit you can clean and refinish your flesh enamel forms, producing the same dull finish as when first purchased.

SATISFACTION GUARANTEED OR YOUR MONEY BACK

No. 1 outfit will clean and refinish 100 forms \$1.75
No. 2 outfit will clean and refinish 200 forms 2.60
No. 3 outfit will clean and refinish 300 forms 3.60
No. 4 outfit will clean and refinish 600 forms 6.00

NUENAMEL is made expressly to clean and refinish flesh enamel forms. No other preparation will produce the same dull flesh finish.



IT DOESN'T MATTER HOW BADLY YOUR FLESH ENAMEL FORMS CRACK, CHIP, OR PEEL OFF

They can be easily repaired with FLESH ENAMEL CEMENT and used again for display. FLESH ENAMEL CEMENT is easy to apply and dries hard to match the enamel surface. Fully Guaranteed.

Full instructions how to use with each outfit.

8 ounces net weight. Price.....\$1.25
16 ounces net weight. Price.....1.75
32 ounces net weight. Price.....2.50
48 ounces net weight. Price.....3.00

It pays to purchase in large quantities, age will not affect materials.

Eyelashes for wax figures. Correctly shaped. Ready to fit in place. 50c set, 6 sets \$2.50, 12 sets \$4.50. Full directions with each set. Same as used by leading figure manufacturers.

New Catalogue Free

Harrisburg Wax Figure Renovating Co.

335 Crescent Street, Harrisburg, Pa.

Learn the Sign-Show Card Business

Unlimited possibilities are opening up every day in this field. Large firms everywhere want men with creative ideas. Keen commercial competition calls for most aggressive and up-to-date advertising methods. New and striking effects constantly demanded in Window Cards, Bulletin Boards, Signs and Show Cards.

Big Opportunity for Originality

Unusual openings for those who develop constructive imagination. Don't smother your ambitions and ignore your latent abilities. Make the best of your talents—develop your originality—learn to make your abilities earn big money. Get into the Sign-Show Card Business "where originality counts." Our Course teaches how in a few short months. Thousands of successful graduates prove our ability to successfully teach you.

Earn \$25 to \$75 Weekly

Our training will give you perfect confidence in your own ability to command a big salary. You are taught how to direct your efforts along profitable lines. You get the close, personal counsel and help of instructors, which makes your ultimate success sure. Nothing is left to guess. Every lesson is designed to bring out the practical helps so essential in realizing the necessary training for successful work.

Course Complete and Practical

Every phase of work is covered. Instruction is complete, thorough and easily understood. Lessons start at bottom and proceed logically and naturally to the finish. You are thoroughly familiarized with intricate and involved lettering, color work, shading and letter designing. You are also taught gold-leaf lettering on glass. Each lesson is designed to bring out and develop YOUR ideas. This helps to give originality and individuality to your work.

Graduates Enthusiastic

Every day brings letters from graduates who are proving value of our Course. Read these extracts: "Am more than satisfied. Your method surely the best." "Self-reliance developed by practical execution of work is important. Personal instruction valuable." "Thanks for fulfillment of all promises." "Am pleased to recommend your School to anyone wishing to study this branch of the art profession."

Read This Guarantee

We guarantee to place graduates in positions paying \$85.00 to \$175.00 monthly after they have completed prescribed course and demonstrated proficiency. Requests for competent man exceed supply.

Don't Doubt—Ask for Proof!

Get our literature and samples. Ask about our Free Outfit Offer. Write for proof of our ability to successfully teach this business. Send today—NOW—in fairness to yourself.

Detroit School of Lettering

"Where Originality Counts"

L. S. STRONG, President and Instructor

1050 D.S.L. Bldg.

Detroit, Mich., U. S. A.



A new, original and effective paper for artistic window decoration.

Use it in Your Show Windows

A perfect reproduction of the genuine stone, our onyx paper is without doubt the most appropriate covering for window backgrounds and floors, panels, columns, dividers, pedestals, draping stands, scenic frames, units, flower boxes and other surfaces.

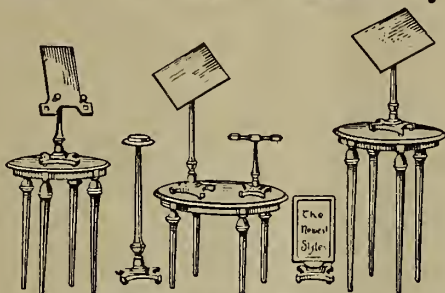
We also have a new paper that reproduces Circassian Walnut perfectly.

In stock in convenient size in many beautiful colors and patterns. Write for samples.

Now being used with splendid results by leading display men throughout the country.

AMERICAN LITHOGRAPHIC CO.
19TH ST. & 4TH AVE. NEW YORK

Make Your Show Windows Pay Your Rent



Our Line of Period Display Fixtures Will Help You Make Effective Window Displays

Many Sales Are Made on the Sidewalk
New Catalog No. 92 on Request

The Oscar Onken Co. 3748 West Fourth St. Cincinnati, Ohio, U. S. A.

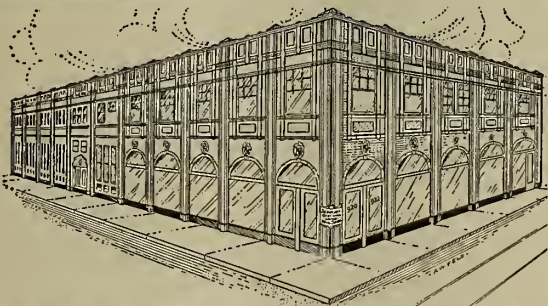


Valances and Shades

To Your Order for Your Spring Windows

We are specialists in French Puffed Shades and can offer exceptional values in this line. Send for our new catalog.

ART WINDOW SHADE CO.
2838 Broadway CHICAGO



An establishment RENTING children's, women's and men's display figures, costumed to fit your IDEAS. Rented at nominal cost.

SCHMIDT DISPLAY STUDIO

Historical and Modern Wax Figures.
920-922 No. Clark Street CHICAGO

Birthday Suggestions
Silk Scarves
Special at
\$1.50



Square Deal Co.

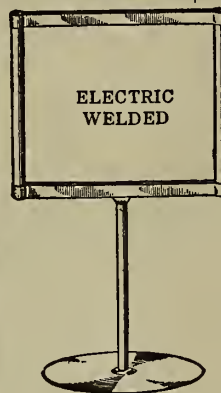
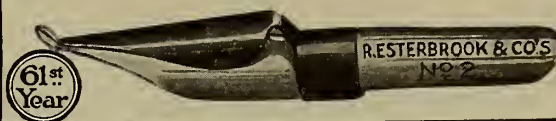
There is no speed limit when you write the most attractive show cards with

Esterbrook Speed Pens

You can feel secure in the clean-cut stroke—the bold sweep—the really artistic effects produced. Esterbrook Speed Pens are always ready—Just dip in the ink and begin to work—No loose hairs, no uneven edges—all quick and clean.

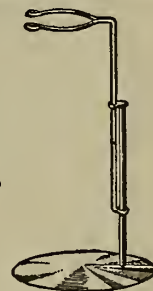
Send \$1.00 for one dozen assorted styles.

THE ESTERBROOK PEN MFG. CO.
90-100 DELAWARE AVENUE CAMDEN, N. J.



No. 690

Best and Cheapest Price Card, Stands, Easels, Etc.



"Jaxon" Doll Stands
Adjustable 6 Sizes

J. B. Timberlake & Sons, Mfrs.
JACKSON, MICH.

S. M. MELZER CO.

Manufacturers of

Display Fixtures
Show Forms



Wax Figures
Brass Railings

915 Filbert Street

Philadelphia, Pa.

BETTER DISPLAY FIXTURES

MANUFACTURED BY
D. W. WOODRUFF AND COMPANY



Display Table No. 116

*Perfect
Equipment
Perfect
Service*

Send for Folder
860 Howard St.,
San Francisco, Cal.



Creators of the Newest Ideas in Valances and Panels

French Drape Valance a Specialty

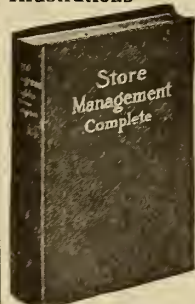
Write today for our new catalogue and prices

THE WINDOW DECORATIVE WORKS
1250 W. Fourth Street, CLEVELAND, OHIO



STORE MANAGEMENT—COMPLETE

16 Full-Page
Illustrations



272 Pages
Bound in Cloth

ANOTHER NEW BOOK
By FRANK FARRINGTON

A Companion book to Retail Advertising Complete
\$1.00 POSTPAID

"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

THIRTEEN CHAPTERS

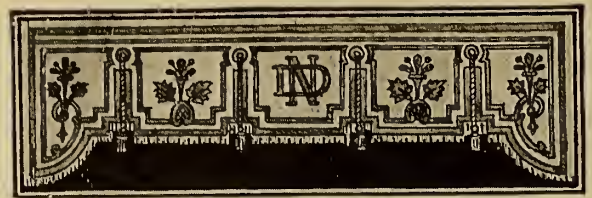
Here is a sample:

CHAPTER V.—The Store Policy—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution. Handling telephone calls. Rebating railroad fare. Courtesy to customers.

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MERCHANTS RECORD AND SHOW WINDOW
Book Department. 431 So. Dearborn St., CHICAGO



NA-DE-CO

Valances, Panels and Drape Shades
The artistry of a large staff of experts in window decoration has made the NA-DE-CO line standard

Write for Catalogue R and sample plushes
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Attractive and suitable for Panama and Straw Hat display, etc. In the natural color (cream) 36 to 40 inches high, \$2.50 per doz., \$25.00 per gr.

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For Show Card Writing, Art Work and Drawing, also air brush work.

\$1.00 per Quart 75c per Pint

Chemicals enough for one quart, or one pint mailed in dry form. Simply mix with water. Guaranteed not to mold, settle or corrode.

INSTANT INDELIBLE INK CO.

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TWO HITS

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And 14 Dozen Letters and
Figures, only 50 cents postpaid.

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Air Brush Stencil Designs

5 11x14 cut stencils with sketch of each, \$5.00

Can be used on different size cards.

Our Air Brush Colors won't clog the brush.

Let us send you circular of designs.

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CHICAGO, ILL.

Want, For Sale, Etc.

All Notices under this Department, \$1.50 each insertion of 40 words or less, and 30 cents for each additional 10 words.

FLOWER STENCILS FOR AIR BRUSH A SPECIALTY

Stencils with one copy of flower made on nice card. Price \$1.00. Five different flower stencils, \$4.00. Address, NELSON ART STUDIO, Box 694, Colorado Springs, Colorado.

Stencils with one copy of flower made on nice card. Price \$1.00. Five different flower stencils, \$4.00. Address, NELSON ART STUDIO, Box 684, Colorado Springs, Colorado.

WESTERN POSITIONS—Open for window trimmers and card writers, also salesmen experienced in mercantile lines; attractive salaries. Write Business Men's Clearing House, Denver, Colorado.

WANTED—Experienced window trimmer and card writer for the largest Men's Store in Eastern Arkansas. Splendid salary for the capable man. References required. Address, Mosler Kahn, care Kahn's, The Young Men's Shop, Helena, Ark.

LEARN SHOW CARD WRITING—Letter your way to better pay. Original hand-lettered alphabet lesson with criticism, \$1.00. Send money order for a lesson today. (No contract to sign.) Address, Johnson Show Card Studio, 1643 N. Richmond St., Chicago, Illinois.

WANTED—Man with general store experience, initiative, progressive, to do window trimming, card writing, advertising and general store work. Prefer man from small town. Begin work April 1st, or earlier. Give references and salary wanted. Address Peebles & Purdy Co., Inc., Lawrenceville, Va.

FOR SALE—Up-to-date Clothing, Furnishing and Shoe Store, in good Southern Indiana town, doing big business, rents very reasonable, will sell at actual invoice if sold at once. Stock could not be replaced today for double. Address, F. M. T., care MERCHANTS RECORD AND SHOW WINDOW, 431 S. Dearborn St., Chicago Illinois.

WINDOW DRESSER WANTED—By Neusteter Co., Denver, Colo. An exclusive Women's Wear Store. Man capable of taking charge and looking after displays satisfactorily, will be paid good salary. Write at once, giving full details of experience to M. D. Neusteter, care Oscar Abel, 364 Fifth Ave., New York.

WANTED—A good, reliable, trustworthy man in the capacity of Window Trimmer and Card Writer, who also understands how to wait on trade, etc. We are willing to pay a good salary to right kind of party. Address Box 369, care MERCHANTS RECORD AND SHOW WINDOW, 431 S. Dearborn St., Chicago, Ill.

HELP WANTED—Window dresser, with sales ability who has had department store experience, to sell display fixtures, forms and wax figures in and around New York City. A good remunerative and steady position and future for a real live wire who possesses initiative and ambition. Address, Frankel Display Fixture Company, New York City, N. Y.

POSITION WANTED—Window Display Mgr. Interior Decorator and Card Writer open for position with up-to-date store where chance for advancement exists. Five years practical experience and Koester School graduate. Best of recommendations. Now employed. Address Box 370, c/o MERCHANTS RECORD Co., 431 S. Dearborn St., Chicago, Illinois.

WANTED—A live wire for every large city in the country and surrounding territory to open the eyes of the Apparel Trade merchants to the fact that they can buy their form and fixture needs at a saving of from 25% to 33%. We have no expensive showrooms, high-salaried officers or large overhead. We sell the largest purchasers their full needs. It will be an easy matter for you to do likewise in your territory. Commission basis only, but we make immediate shipments, therefore your commission is forwarded upon receipt of accounts. Communicate with J. Sobel, of David Sobel's Sons, 143 Grand St., New York City, at once, before your territory is given out, as we are getting requests from agents throughout the country, even before we can complete our campaign for agents.

HAND AIR BRUSHED DISPLAY CARDS—PRICE TICKETS.

Our 1920 Catalogue Now Ready

APEX SHOW CARD SERVICE

179 Shelby Street

DETROIT, MICH.

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Our Super Decorations reflect the true spirit of springtime. In design and variety our great stock offers a splendidly colorful selection for the displayman's choosing—there are flowers for every preference and to harmonize with every scheme of decoration.

We believe that never before has any house been able to offer such an interesting variety of spring decorations.

There are the dainty little old-fashioned flowers that will be widely used in Colonial settings; the larger flowers in vivid French colorings; gorgeous tropical blossoms—but it is impossible even to suggest the wide selection of charming and exclusive designs that are on exhibit in our display room and being shown by our salesmen on the road.

If you have never used Botanical Decorations, try them out in your spring windows. When you consider their quality and unusual beauty, you will find them remarkably satisfactory decorations to use.

We also have a splendid line of decorative vases, baskets and other novelties.

Send for our latest catalog

The Botanical Decorating Co.

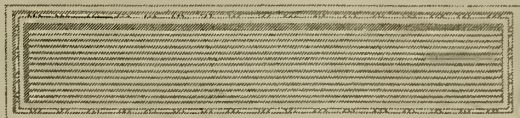
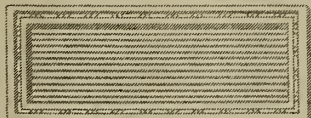
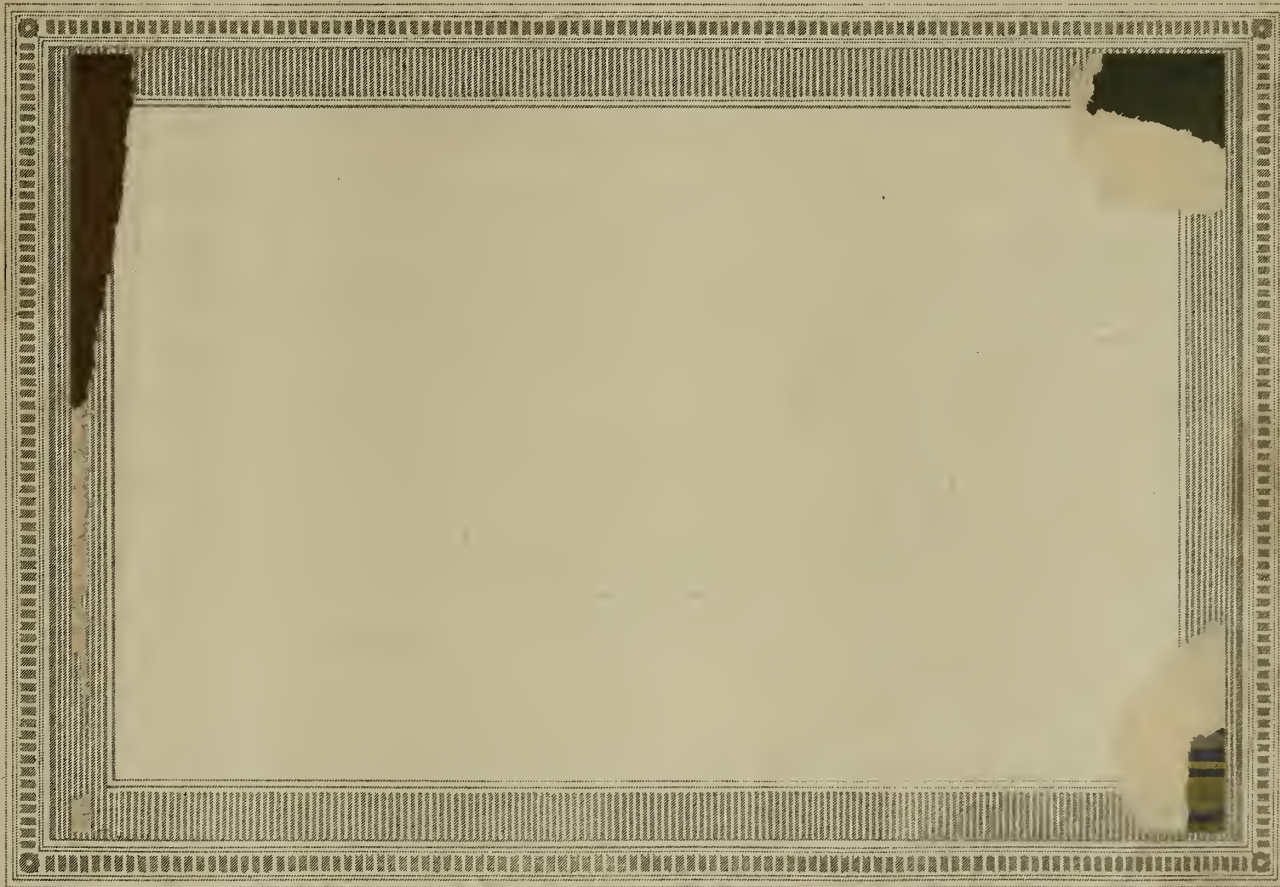
Manufacturers and Importers of Artificial Flowers and Decorations

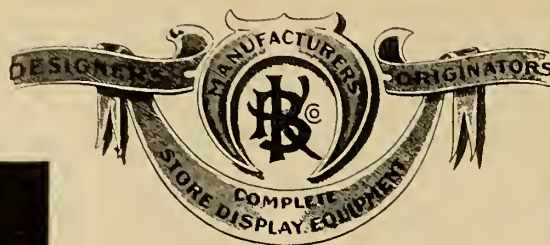
208 West Adams St.

Chicago

Merchants Record and Show Window

March, 1920





In window displays the most critical service falls upon the equipment used. You are served best, therefore, in buying equipment that is built for durability; style and beauty being its equal factors, predominating features you will find in all our offerings.



Manufacturers of
**THE MANNEQUIN
PRODUCT**

THE BARLOW-KIMNET CO.
EXECUTIVE OFFICES AND SHOW ROOMS
724 BROADWAY
NEW YORK

OUR PRODUCTS

include the following:

PAPIER MACHE
FORMS

WAX FIGURES

PERIOD WOOD
FIXTURES

FANCY ORNA-
MENTED WOOD
FIXTURES

METAL DISPLAY
EQUIPMENT IN
ALL ITS DETAIL

Holyoke, Mass.

Factories
525-531 East 15th Street
NEW YORK

Rochester, N. Y.

MERCHANTS RECORD and SHOW WINDOW

An Illustrated Monthly Journal for Merchants, Display Managers and Advertising Men.

Eastern Office
1520 Woolworth Bldg.
New York City

Published by
The Merchants Record Co.

Publication Office
431 So. Dearborn St.
Chicago

SUBSCRIPTION RATES

In advance, postage prepaid
United States, Canada, Mexico and Cuba . . . \$3.00 a Year
All Other Countries \$4.00 a Year

ADVERTISING RATES

Classified advertisements \$1.00 for five lines or less (additional lines 15 cents each) each insertion. Payable in advance.
Display rates furnished on application.

Direct all letters and make all remittances payable to the order of The Merchants Record Co., 431 South Dearborn Street, Chicago. Payments made to other than authorized collectors will not be recognized.

MEMBER CHICAGO TRADE PRESS ASSOCIATION

OFFICIAL ORGAN OF THE INTERNATIONAL ASSOCIATION OF DISPLAY MEN

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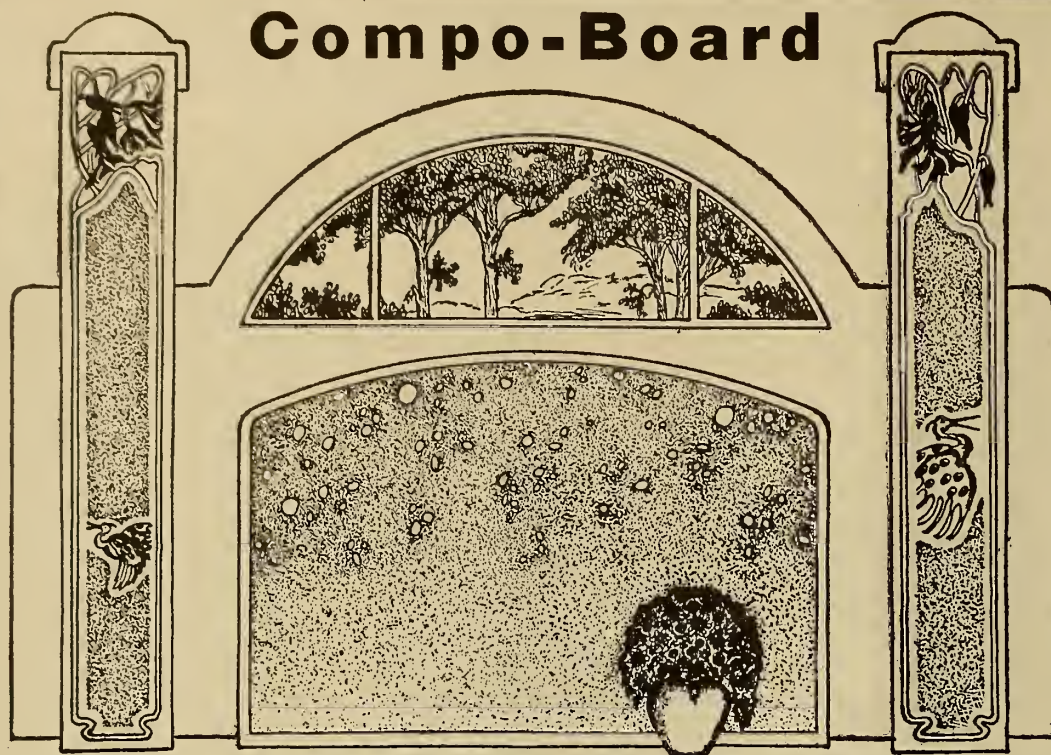
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COMPO-BOARD

Compo-Board

COMPO-BOARD



Herewith is shown just one of thousands of ways Compo-Board may be used for window backgrounds, cut outs, window dividers, partitions, etc. Compo-Board is the old original and genuine wood board.

Compo-Board Company

1404 LYNDAL AVE. NORTH
MINNEAPOLIS, MINNESOTA



MAKE BUYERS OUT OF PASSERSBY

Attractive display fixtures and forms will help you to boost your sales and increase your profits.

Hugh Lyons fixtures are built to make window displays distinctive—to make buyers out of passersby.

Selection of the right fixtures and forms is made easy with Hugh Lyons catalogs which will be sent you upon request.

HUGH LYONS & COMPANY
"MAKE BUYERS OUT OF PASSERSBY"
LANSING - MICHIGAN

NEW YORK SALESROOM
35 W. 32nd. STREET

CHICAGO SALESROOM
234 S. FRANKLIN ST.

Show Your Spring Garments and Drapes on

FRENCH FORMS

Wax Figures

French Wax Figures are famous for their beauty and correct fashion lines. The fact that we make the most complete line of wax in America assures you are assortment that makes possible finding just what you want at Lowest Prices.

We picture here one of our Wax Forms used by Mr. W. Keeler of T. Eaton & Co., Winnipeg, Canada.

Papier Mache

Our new line for Spring consists of all new models in the new fashion lines.

Our Grecian Drape Form with interchangeable arms is the newest idea in draping. Arms are removable for ease in draping and interchangeable for making interesting changes in the pose of form. A Drape on one of these forms by W. H. Bates of the Koester School is pictured here. Our full form figures come in every style with Period, wood or metal bases, or mounted on legs and in styles and sizes.

Visit Our New Display Rooms

The entire 14th floor of the Medinah Building, Chicago, is now occupied by our enlarged office and display room. Don't fail to see it when in the market.

French Wax Figure Company
OFFICE & SALES ROOM, 14th Fl. Medinah Bldg., CHICAGO.

FACTORY: 70 West Water Street, Milwaukee, Wis.
PACIFIC COAST REPRESENTATIVE
Bert Landers, 202 East Fourth St., Los Angeles, Cal.



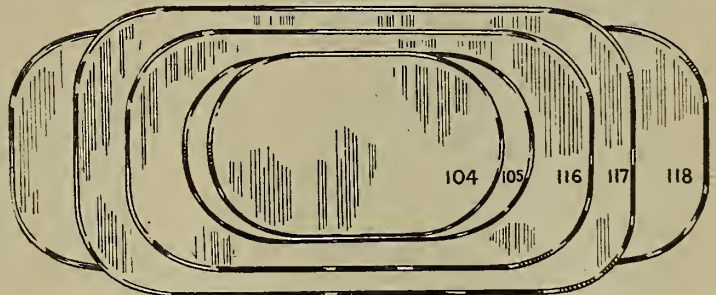
No. 205



No. 204

Anti-Profiteering Prices on Fixtures

A comparison of our prices will show you that we are not taking advantage of present conditions. It will pay you to buy all your fixtures from us. You have the advantage that your entire fixture order can be bought from us.



Melco De-Lux Glass Fixtures



No. 330

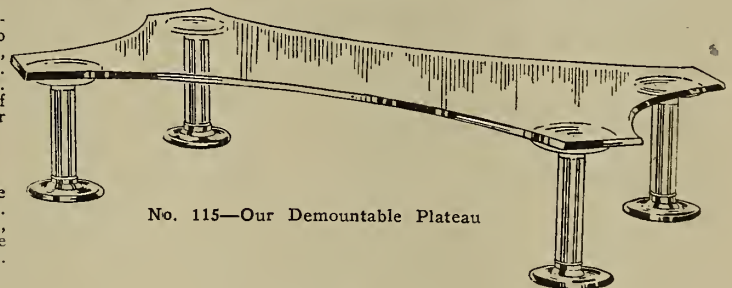
The very newest practical glass fixtures are the interchangeable Melco De Lux Glass Fixtures in Square, Round and Fluted Colonial designs. Our line is the largest in America. Melco Glass is the finest product of the glass makers' art. Write for our complete circular of new ideas.

PLUSH

Plush is one of the greatest decorative helps that a display man can use. There is a scarcity of this material, but we are glad to announce that we can take care of your orders promptly.

NEW DESIGNS IN WOOD

The beauty of our new Period Wood Fixtures has made them very popular. Replace your old wood or metal fixtures with these up-to-date creations and you will practically install a new store front and at very low cost.



No. 115—Our Demountable Plateau

VALANCES AND RUGS

Our idea of making window rugs to match the valances is meeting with well warranted success. We are able to make 36-hour delivery on specially designed valances and rugs. We also carry stock designs.

MELIUS & COWLEY
SELLING AGENTS FOR FRENCH WAX FIGURE COMPANY

14th Floor Medinah Building
EVERYTHING IN FIXTURES

Chicago

Here are a few of our new novelties in Vases and Baskets. These are very attractive and an exclusive number for all seasons. The merchandise on this page is made of cloth.

9601
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June roses come in pink and red, giant king candles, drooping sedum sprays and jonquills come in pink, lavender, yellow, cerise, etc.

9601 June Rose Tree. Three sizes. Height, 48 in., width 30 in., each.....\$12.50
Height 60 in., width 30 in. Each.... 14.50
Height 72 in., width 36 in. Each.... 21.50

9602 Flower Stand. Filled with giant king candles and drooping sedum sprays. 65 inches in height, width 24 inches. Basket stand in any two-toned tints. Each. 14.50

9603 American Beauty Vase. A very attractive vase for all occasions. 45 in. high, width 18 in. Each..... 9.50

9604 A basket decoration filled with Cosmos. Height 29 in., width 16 in. Each..... 4.95

9605 American Beauty Basket filled with ferns and star flowers. Each, \$1.45; doz.... 13.50

9606 June Rose Basket. Flowers in pink or cerise tints. Each, \$1.75; per doz..... 16.50

9607 Half Wall Pocket Basket, filled with lily of the valley, lilacs, June roses, nasturtiums and sedums. 26 in. high, width 8 in. Each..... 5.75

9608 June Rose Basket. Flowers in pink or cerise tints with green ferns. 29 in. high, width 16 in. Basket can be had in most any color, natural or two-toned. Each..... 4.95

9609 Drooping Sedum Tree. Flowers in green, lavender, pink and yellow tints. Height 48 in., width 28 in. Each..... 9.50

9610 Midget Drooping June Rose Tree. Flowers in pink or cerise tints. Height 21 in., width 12 in. Each..... 3.95

9611 Flower Stand Decoration filled with rockets and drooping sedum sprays. Stand in any popular finish. Height 60 in., width 18 in. Each..... 10.50

9612 American Beauty Rose Vase. An unusual and attractive basket of roses. It can be used for all occasions. Height of basket 65 in., width 24 in. Each.... 17.50

9613 Jonquil Basket. Flowers in yellow, lavender, cerise or yellow tints. Size of basket 11x18 in. Each, \$1.65; per doz..... 15.00

9614 Flower Basket, filled with nasturtiums, daisies, wild roses, buttercups, etc. Basket natural or two-toned. Each, \$1.65; per doz..... 16.50

Special Flowers for Window Boxes and Basket Decorations.

9615 Fleur de Lis. Natural color, lavender and purple. 18-in. stem, per doz..... 2.25
24-in. stem, per doz..... 2.75

9616 Iris. Colors, lavender and cerise tints. 18-in. stem, per doz..... 2.25
24-in. stem, per doz..... 2.75

9617 June Rose Spray with Buds. 12-in. stem. Per doz., \$3.50; per gross..... 36.00

9618 Silk Nasturtium. Three shades. 10-in. stem, per doz., \$2.75; per gross..... 24.00

9619 Morning Glory Spray with Buds. 12-in. stem. Per doz., \$1.75; per gross..... 18.00

9620 Large Nasturtium Spray. In assorted colors. 12-in. stem. Per doz., \$1.75; per gross..... 18.00

9621 Silk Poppy Spray with Buds. Assorted colors. 14-in. stem. Per doz., \$3.50; per gross..... 36.00

9622 Sweet Peas. Assorted colors. 10-in. stem. Per doz., \$1.50; per gross..... 15.00

9623 Cosmos. Assorted colors. 14-in. stem. Per doz., \$3.00; per gross..... 30.00

9624 Daisy Spray. Yellow or white. 12-in. stem. Per doz., \$1.75; per gross..... 18.00

9625 Wild Rose. Assorted colors. 12-in. stem. Per doz., \$1.50; per gross..... 15.00

Notice—You probably have overlooked some items in wicker ware and palm plants as well as paper materials of our numbers we had in the Merchants Record & Show Window in February on pages, 4, 5, 6 and 7. If you are interested in any of these numbers send in your orders now.

J. F. GASTHOFF & CO.
Leading Manufacturers of Artificial Flowers and Decorative Supplies
Danville, Illinois

Write today for our new catalog. Summer and early fall line. Ready March 25th.

THE DECORATORS SUPPLY COMPANY



B

Y the Window Display you indicate to the passer that the merchandise, service and environment are of high standard.

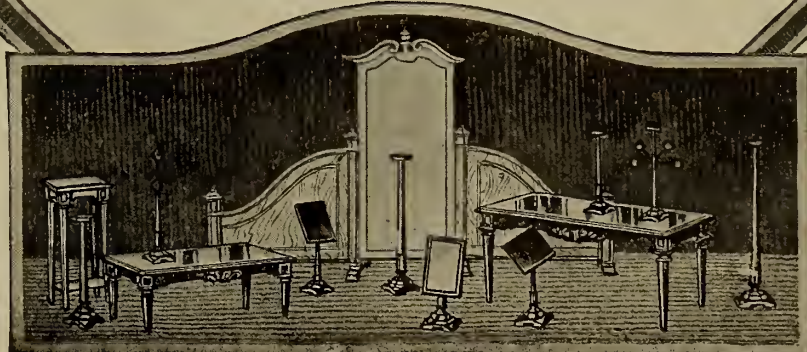
You can have the *Best Patronized Store* in the community if you equip with our *Distinctive Fixtures*.

Catalogue "W" sent on request, illustrates fixtures, backgrounds and other decorations, shows many interesting ideas for the display of merchandise. The largest factory of the kind in the world invites your inspection.

THE DECORATORS SUPPLY CO.

ARCHER AVENUE AND LEO STREET
CHICAGO, U. S. A.

*The fixtures
shown are
on Correct
Gothic
Lines*



READY TO SHIP



310A



306



376



6153



6006

310A—ROSE VINE, 3 nice open muslin roses, 12 leaves. Dozen...\$4.30 Gross...\$43.00

306—IVY VINE, 18 leaves, green. Dozen.....\$ 1.90 Gross 19.00

376—CRIMSON RAMBLER ROSE VINE, 18 leaves, 4 clusters of flowers; colors pink, white, red or tea. Dozen...\$9.00 Gross...\$90.00

6153 — AMERICAN BEAUTY ROSE SPRAY. A beautiful flower with six leaves on a 30-inch stem; flowers double petaled, true to nature. One of the most exceptional values we have ever offered. Besides the regular beauty shades, we have pink, yellow and white. Dozen\$3.50

6006—DAISY SPRAY, 24 in. high, finest sateen flower. Dozen...\$0.75 Gross....\$7.50

6005 — CRIMSON RAMBLER ROSE SPRAY, 24 inches high, a fine article for an early spring decoration. Dozen...\$0.75 Gross....\$7.50



6005

L. BAUMANN & COMPANY

Leading Importers and Manufacturers

357-359 West Chicago Ave.,

CHICAGO, ILL.



When Making Changes In Your
Store Front, Do Not Overlook

The Most Important Improvement—Your Show Window Lighting



*No other change, no matter what the cost,
will so improve your windows*

A one-piece glass silver plated reflector of special design is now the recognized standard for window lighting. Compared to trough reflector or any other system, double the light will be obtained, using the same lamps. Not only twice the light at the same cost, but a better quality, making the window attractive and the goods displayed desirable.

Of Reflectors of This Kind,

"PITTSBURGH" REFLECTORS are

Insist on "Pittsburgh"
from your electrical
contractor.

The utmost in efficiency.
Unequalled for durability.
Most economically installed.
Lowest in price.

Write for catalog.
Submit sketch of window
for free lighting plans.

PITTSBURGH REFLECTOR AND ILLUMINATING CO.

Chicago Office,
565 W. Washington St.

PITTSBURGH, PA.

San Francisco Office,
75 New Montgomery St.

The Astonishment that Comes Once in a Lifetime

Twenty-five to thirty-three per cent saving, plus immediate shipment, made possible by having no expensive show rooms, salesmen or offices, and manufacturing under our personal supervision assures you the highest quality.

To convince you of the above facts, you have only to note the prominent and successful chain store operators using our forms and fixtures exclusively, in preference to the expensive kind.

For the J. C. Penney Co. we have opened one hundred and ninety-seven (197) stores and are now opening one hundred (100) other new stores. For Adelberg Feder Stores we have opened one hundred (100) stores. For the New York Waist House and the New York Waist Stores we have opened fifty (50) stores each. Is this not proof that each and every form and fixture you buy, you should buy from us. For further proof of the values we offer, note the prices on the two numbers we list herewith.

Best Style Costume
Form, full enamel,
mounted on either No.
2-12 in. wood white
enamel base or No. 1
base (opposite). Price,
\$15.00, until our output
is taken as J. C. Penney
Co. and Adelberg Feder
Stores are ordering for
400 stores.

Send us your order now before it is too late.
New chain stores are contracting for more and
more of our output every day and they are or-
dering immense quantities of the numbers
shown here.

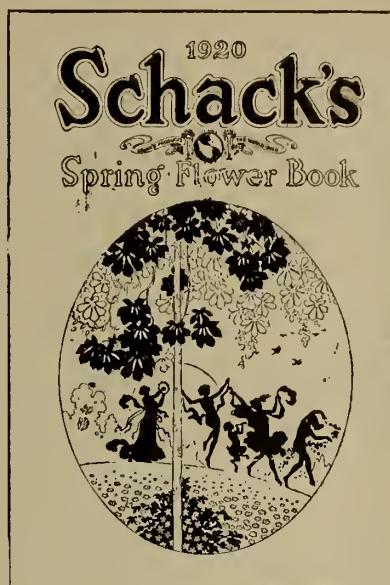
*Act now. Mail your order at once and then sit back
and rest easy.*

DAVID SOBEL'S SONS
Successors to Co-Operative Display Fixture Co.
143 Grand Street NEW YORK



Latest style, full enamel (not
half-way enamel), waist form.
Mounted on No. 1 base, round
wood, white enamel, or on base
No. 2 shown opposite. Price,
\$10.50. Place your order at once
as this style form is ordered by
the New York Waist House in
thousand lots and our big stock
is being sold rapidly.

Agents—Correspond with Mr. J.
Sobel personally before your ter-
ritory is taken.



The Schack Artificial Flower Co.

has been noted for the quality of its merchandise for the past 23 years. There is no need to talk further on that subject because every display man who has used our decoratives knows what the quality is.—The best.

Now for a more important matter—

—PRICE—

Has it ever occurred to you that window and store decorations are exceptionally high this year? You know you must have the decoratives for your windows because the sales resulting from them are a fair unit of measure of their value—and you know they are invaluable.

HERE'S THE SOLUTION

With the present high prices of imported cloth flowers how can the average merchant afford to buy decoratives for his store?

Schack has always manufactured PAPER FLOWERS of the highest grade because they are a "Made in America" product. Every item that goes into the manufacture of these decoratives is "Made in America." This fact alone accounts for SCHACK PRICES being from **one-third** to **one-fifth** of the cloth importations.

PRICE is the big talking point this season (quality at all times being the best) so that accounts for the leading merchants of the country turning to SCHACK for their decoratives.

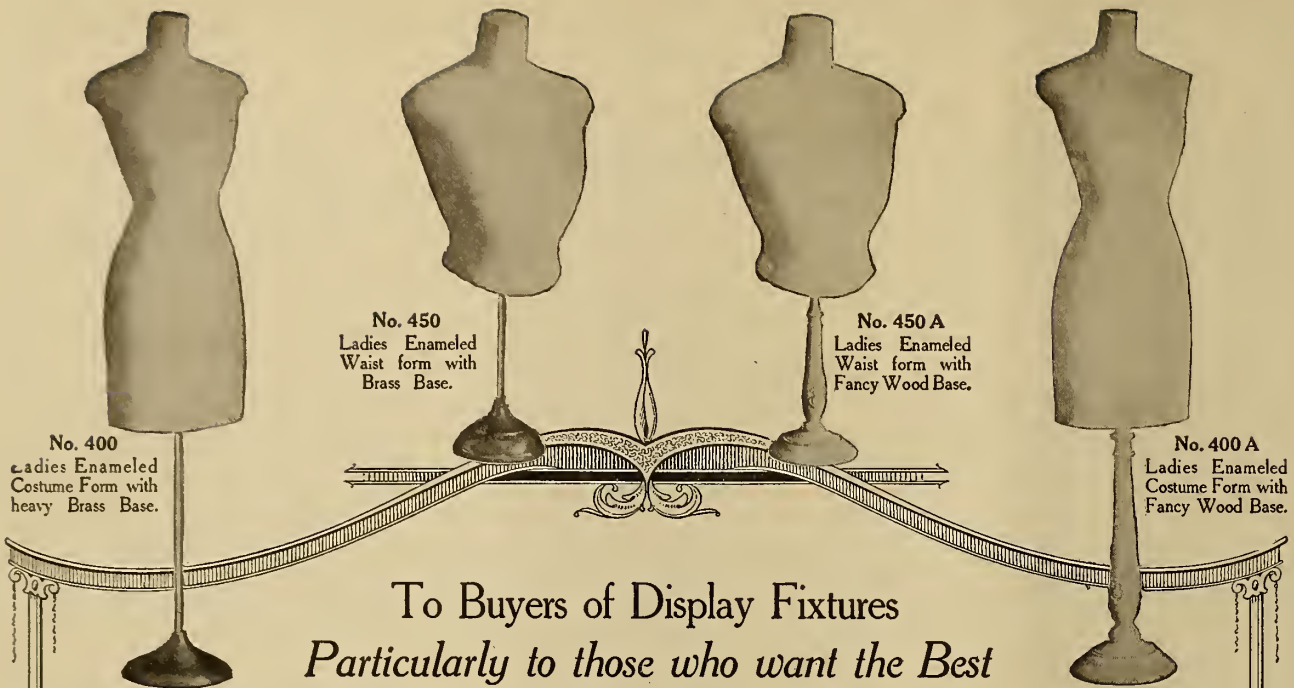
WE ASK YOU TO WRITE THE CATALOG DEPARTMENT for OUR SPRING FLOWER BOOK and SUPPLEMENT and convince yourself that what we say is correct.

THE SCHACK ARTIFICIAL FLOWER COMPANY

1739 to 1741
Milwaukee Ave.

CHICAGO

Two Phones
Humboldt 304 and 4867



To Buyers of Display Fixtures
Particularly to those who want the Best

Quality Display Fixtures

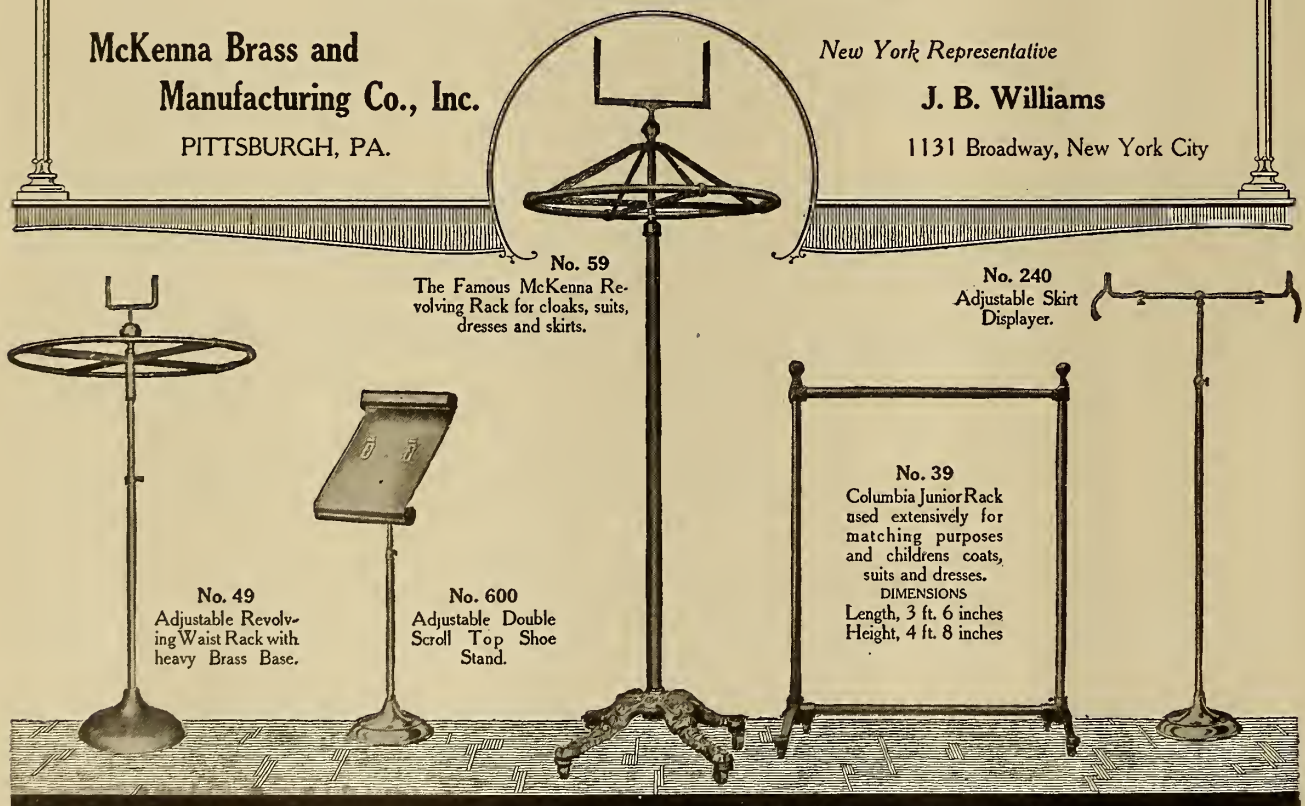
Has been our Motto for Sixty-six years. Every Fixture
 is substantially built and finished by skilled workmen.

Write for Descriptive Catalogues and Prices

**McKenna Brass and
 Manufacturing Co., Inc.**
 PITTSBURGH, PA.

New York Representative

J. B. Williams
 1131 Broadway, New York City



No. 49
 Adjustable Revolving
 Waist Rack with
 heavy Brass Base.

No. 600
 Adjustable Double
 Scroll Top Shoe
 Stand.

No. 59
 The Famous McKenna Re-
 volving Rack for cloaks, suits,
 dresses and skirts.

No. 39
 Columbia Junior Rack
 used extensively for
 matching purposes
 and childrens coats,
 suits and dresses.
 DIMENSIONS
 Length, 3 ft. 6 inches
 Height, 4 ft. 8 inches

No. 240
 Adjustable Skirt
 Displayer.



Artistic Parisian Wax Figures and Forms

PIERRE IMANS

Sculptor and Modeler in Wax

CHEVALIER OF THE LEGION OF HONOR

Panama-Pacific Exposition, San Francisco, 1915, Hors Concours

In order to obtain perfect wax figures, see that my signature is stamped in the wax.

Do not buy wax figures before having consulted my catalogue.

Illustrated Catalogue No. 24 Free

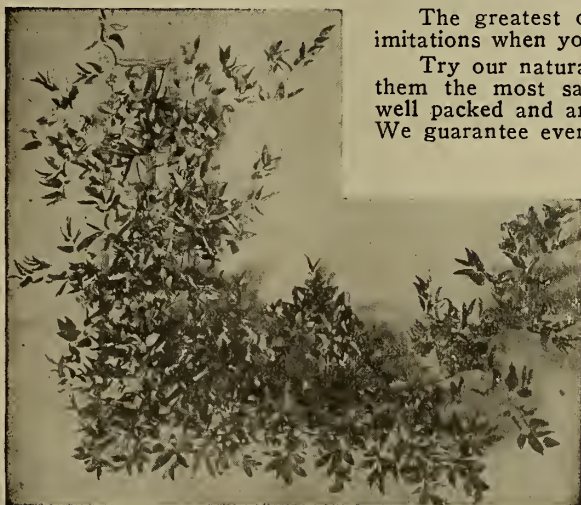
Orders received through the medium of Paris Commission House

Packing Guaranteed Commission Export

10 RUE DE CRUSSOL, PARIS, FRANCE

Nature's Own Decorations

They Cannot Be Imitated—Much Less Improved Upon



Southern Wild Smilax

(Magnolia foliage same price as Smilax.)

The most exquisitely beautiful evergreen vine in existence. Prices and capacity as follows. No advance in prices since war started.

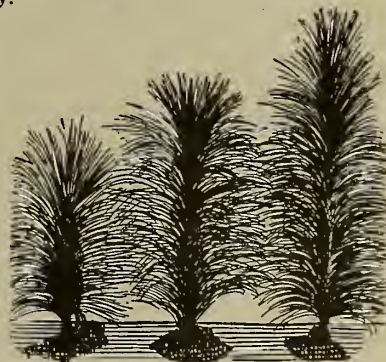
Case No.	Covers Approx.	Weight	Price
1	100 sq. ft.	15 lbs.	\$1.00
2	200 sq. ft.	20 lbs.	2.00
3	300 sq. ft.	25 lbs.	3.00
4	400 sq. ft.	30 lbs.	3.50
5	500 sq. ft.	40 lbs.	4.00
6	600 sq. ft.	50 lbs.	4.50

The greatest of artists can only imitate nature; so why should you use imitations when you can get nature's own unrivaled products for less money?

Try our natural Southern greens for the coming season and you will find them the most satisfactory of all decorations. They are carefully selected, well packed and are only a few hours from the trees when you receive them. We guarantee every order to be satisfactory.

**SABAL PALM LEAVES
MAGNOLIA FOLIAGE
LONG NEEDLE PINES
CHAMAEROP PALMS
HOLLY
FADELESS MOSS
SOUTHERN GREY
MOSS**

All of these greens
can be supplied in any
quantities.
Our quotations are F.
O. B. Evergreen.



Long Needle Pines

Beautiful as a palm in decoration; attractive in the window; splendid sellers for church or house decoration. If you propose handling "greens" for profit, try them.

	Each	Dozen	Hundred
2 feet high.....	\$0.10	\$1.00	\$ 6.00
3 feet high.....	.15	1.50	9.00
4 feet high.....	.20	2.00	11.00
Assorted sizes, 2 to 4 feet.....	...	1.50	9.00

Extra large sizes, 5 to 6 feet, \$0.50 each.

**All Orders
Shipped
Promptly**

Caldwell, The Woodsman
EVERGREEN :: :: ALABAMA



\$50 Special

This beautiful decorative background, 7½ feet high and 9 feet wide, built completely of wall board and lumber, affords an exceptional exhibit for spring openings.

Our catalog carries a wide variety of beautiful backgrounds, ranging in price from \$15.00 upward. It is mailed only on requests made on firm's stationery. Send for it now.

We can give you immediate service. Correspond with us at once.

THE MODERN ART STUDIOS

431 N. Clark Street

Chicago, Ill.

USE NATURE'S DECORATIONS

Beaven's natural southern greens have a quality and distinction that no manufacturer can imitate. Evergreens of various kinds attain a wonderful perfection in this locality and the varieties we handle retain their freshness and beauty for a great length of time. We have had many years' experience in handling these greens and we guarantee every shipment to be satisfactory in every particular.



MAGNOLIA FOLIAGE

The magnolia is a wonderfully effective decorative foliage which can be used in a great variety of ways. It can be handled without damage and lasts almost indefinitely. Fine for windows or interior. Can readily be resold in form of wreaths, sprays, etc.

No. 1.....\$1.00	No. 4.....\$3.50
No. 2.....2.00	No. 5.....4.00
No. 3.....2.00	No. 6.....4.50

No Artificial Decoration Can Compare with Southern Greens

LONG NEEDLE PINES

This is an especially pleasing window decoration. It is also recommended for resale. It stands handling well and will not wilt or fade. You can use these for window or store decoration and later sell them at a good profit.

	Each	Dozen	Hundred
2 feet high.....	\$0.10	\$1.00	\$6.00
3 feet high.....	.12½	1.25	9.00
4 feet high.....	.15	1.50	11.00
Assorted sizes, 2 to 4 feet.....		1.25	8.00
Extra large sizes, 5 to 6 feet.....			\$0.50 each.

SOUTHERN WILD SMILAX

This is without doubt the most satisfactory decorative green known. Will last for a great length of time, dries green and looks almost as well when dry as when fresh. Leaves do not drop off easily. Very light to ship. This is the most inexpensive decoration you can buy.

Case No.	Covers Approx.	Weight	Price	Case No.	Covers Approx.	Weight	Price
1	100 sq. ft.	15 lbs.	\$1.00	4	400 sq. ft.	30 lbs.	3.50
2	200 sq. ft.	20 lbs.	2.00	5	500 sq. ft.	40 lbs.	4.00
3	300 sq. ft.	25 lbs.	3.00	6	600 sq. ft.	50 lbs.	4.50

CHAMAEROP PALM CROWNS

Highly effective for window or store decoration and ready sellers. When placed in a vase, it is impossible to tell the chamaerop from a living palm. These will be found most satisfactory for decorating or resale.

	Each	Dozen	Hundred		Each	Dozen	Hundred
3 feet.....	\$0.15	\$1.50	\$11.00	5 feet.....	\$0.25	\$3.00	\$20.00
4 feet.....	.20	2.25	15.00	Assorted sizes.....		3.00	20.00
5 feet.....	.30	3.50	25.00				

SABAL PALM LEAVES

A pleasing and popular decoration especially adapted to store interiors. Are quite inexpensive and make a novel and popular souvenir for the holiday or any special occasion. Combined with holly, this leaf makes a very satisfactory souvenir. Dozen, 25c; 100, \$2.50. Special low rates per 1,000.

HOLLY FOR CHRISTMAS

It is none too early to plan your holiday displays and to order the decorations you will need. You will find our Holly the best possible foliage you can use for your Christmas windows. It is a beautiful deep green leaf with bright red berries and carries with it the true Christmas sentiment. Beaven's holly is always selected with the greatest care.

5 lb. box.....	\$0.75	40 lb. box.....	3.00
15 lb. box.....	\$1.25	60 lb. box.....	3.50
25 lb. box.....	2.00		

Beaven's Fadeless Green Moss is an ideal covering for show window floors. Bags containing 100 sq. ft., price.....\$4.00

We Can Save You Money By ordering from us, you can save a big proportion on the cost of your decorations or you can have much more elaborate decorations at the same cost. Send us your order early, even if you specify a deferred shipment.

Order from this page—we guarantee all these decorations to be right and satisfactory—All prices F. O. B. Evergreen, Ala.

E. A. BEAVEN CO.,

Evergreen, Ala.

—Your copy is

ready to mail!



Right now is the time to send for your free copy of our "Guide to Better Window Displays"!

It's full of the latest creations in artificial flowers, decoratives and wicker-ware—and contains a multitude of new window display suggestions that will prove real business getters. There are so many original conceptions you will find it difficult to choose.

Simply request your copy on your business stationery—we'll mail it immediately—it will end your display troubles!

The Adler-Jones Co.

206 S. Wabash Ave.

Chicago



**Our displays were excellent,
but they *did not* sell—**

"Our merchandise was of the best and we knew our prices were conservative in comparison with the prices of other stores.

"But the cold fact remained, we were not selling the goods we should through our displays.

In this typical Kawneer Installation note the large amount of window space for a store of this frontage.

Are your windows as inviting as these? They should be!

"We then analyzed and investigated and compared our store conditions with that of other successful merchants.

"And this is what we found. We found our STORE FRONT was counter-acting our window displays.

"Then we decided on a KAWNEER STORE FRONT.

"Now after a few months we can hardly believe the results. The Kawneer Store Front specialists increased our window space with our same frontage. But our lesson was costly."

Are you satisfied with the results your windows are producing? We can show you how the Kawneer Front will increase your sales.

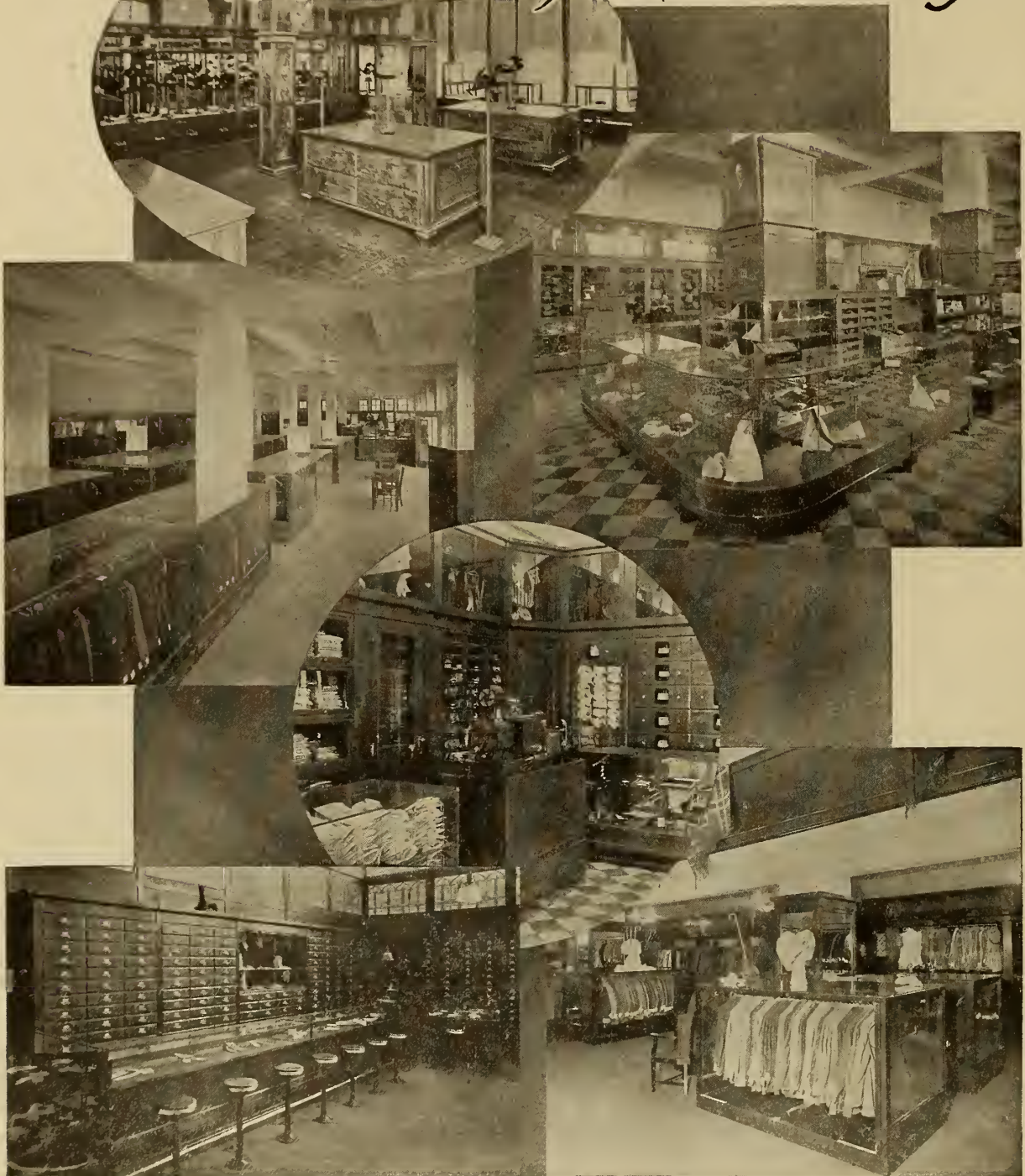
Our BOOK OF DESIGNS contains a number of illustrations showing diagrammatic and actual installations. Write today for a copy.

For Your Convenience Use the Coupon

Kawneer Manufacturing Co., 2102 Front St., Niles, Mich.

**Kawneer Manufacturing Co.,
2102 Front St., Niles, Mich.**
Send me the BOOK OF DESIGNS.
Name
Address
City and State

These Have Found It Pays



Here are a few representative American stores that have invested and installed the Welch-Wilmarth Method in Merchandising equipment. The tremendous selling economies, and resulting increased profits have justified the investments many times over.

Welch-Wilmarth Method in Merchandising equipment is not an expense, but a gilt edged investment that pays big returns.

Let us submit data covering your establishment. It costs you nothing to obtain facts and figures.

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MINNEAPOLIS
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SALT LAKE CITY
CINCINNATI

NEW ORLEANS
SAVANNAH

I saw it in the March "Merchants Record"—Page 14

MERCHANTS RECORD and SHOW WINDOW

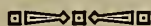
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MARCH, 1920

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Thirty-five Cents

Lighting the Corner Window

A problem possessing features that are unique and that demand special attention—Light sources must be concealed from view with the brightness of illumination depending on the utilization of the light rather than upon a prodigal use of it.



By Thos. F. Chantler
The Society for Electrical Development, Inc.

STAND, Mr. Merchant, before a window open only on one side and if the lamps be correctly placed you will be able to view the display without annoyance from exposed light sources. But if you might knock a hole in one of the side walls and view the display from that point the probabilities are that ample reason would be found for complaining of glare and annoyance from exposed light sources. It should be evident, therefore, that the correct lighting of the corner window open on two sides presents problems beyond those met with in illuminating the window open on but one side. In both instances the fundamental requirements are the same; the light must be on the goods rather than in the eyes of the observer. The problem in connection with lighting the corner window is to direct the light upon the goods without permitting it at the same time to strike the eyes of the observer, or to occasion glare because of high reflecting surfaces. However, any merchant who will take careful thought upon the question can easily find his way around those requirements.

Let us start by defining the requisites of good window illumination, having in mind particularly the points arising in connection with the corner window with two glassed sides; as follows:

1. What we must aim for in effect is a bright square of light falling upon the display plane of the window, and within which merchandise will be clearly defined without too great a blank or waste above or on each side.

2. The brightness of the illumination should de-

pend rather upon a thorough utilization of the light, than upon a prodigal use of light.

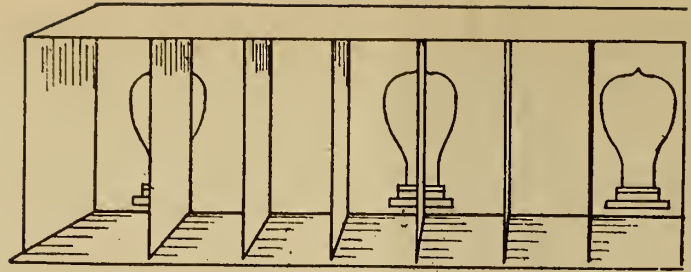
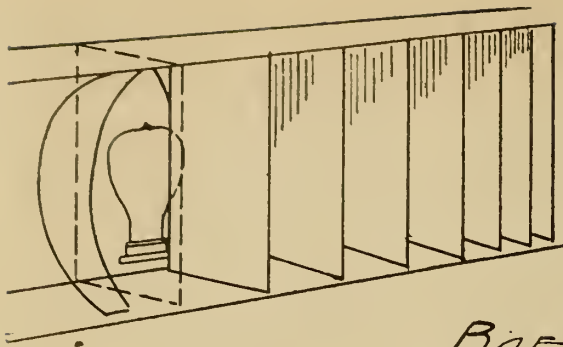
3. The light must not be directed into the eyes of observers, nor spilled upon the pavements.

4. The light sources must be concealed from view of the observer.

Now it is evident that whatever difficulty arises in connection with the correct illuminating of the corner window over that of any other window will occur in accomplishing the conditions described by items three and four. That is due, of course, to the fact that the display is viewed from two vantage points at right angles one to the other.

An Illustration

Imagine, for illustration, a square window having but one glass side. The lamps are, of course, in the upper portion of the window, above the glass. They are concealed from the observer and there is no possibility of the observer standing in front of such a window experiencing the annoyance of glare. But, as suggested earlier, if the observer might step around to the side of the window and view it from a hole knocked in the wall there—well, there then would be glare a-plenty, and a view of the light sources themselves, too. The reason is obvious. When the observer stands before the glass, in front of the window the direction of vision corresponds to the direction in which the light travels from its source to the goods. But when the observer steps around to the side of such a window and views it through a hole in the wall the direction of vision



BAFFLE PLATES IN SERIES

then is across that of the line of light travel. Also, if the observers position be far enough around to the side, the line of vision then is almost directly into the light sources.

That is in effect the condition that obtains with regard to the corner window; the condition is, if anything, even more extreme. With the regular window it frequently is to be observed that the light travel is all from one general direction—from above the window. Whereas, the corner window cannot be acceptably lighted unless there be light coming

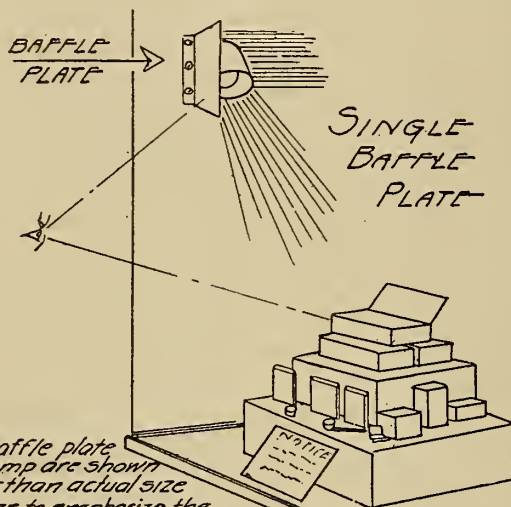
display demands its own supply of light from a source or sources located with special reference to its needs. Only so, is it possible to adequately illuminate the corner window. But when that is done there is, then, every assurance that an observer standing before either window will be annoyed by the lights designed to illuminate the display which faces the other window. Nevertheless, just that must be done if the display is to be satisfactorily illuminated. So it should be evident that the remedy is to be found in devising ways and means for shielding the light sources from the gaze of the observer rather than in dispensing with this or that source of light supply.

The Solution of Problem

The best plan, therefore, is to divide the problem under two heads. That is to say, first, decide the location of light sources so as to supply adequate illumination to both halves of the display. Then devise means for shielding those sources from the gaze of the observer. The best method will be to make a diagram of your window and locate the light sources where you think they should be. You may even decide that it will be necessary to install a row of lights in a trough beneath each window. Very well, then. Put them in. They can be shielded from view just as readily as the overhead lights.

Where the angle from whence the observer gets a view of the lamps is not too flat it frequently is only necessary to employ deep reflectors to prevent the lamps from being seen by all except those who ignore the display in order to stare at the lamps. Those problems which cannot be solved by use of deep reflectors usually can be successfully handled by use of baffle plates.

A glance at the sketches accompanying this article will explain the character and purpose of baffle plates very clearly. For our purposes of definition we may say that baffle plates are of two types—single, and in series. The single baffle plate consists simply of a shield of metal or other material, and of a size and shape admitting of its being so placed as to obstruct a direct view of the lamps. Baffle plates in series are placed picket-fence fashion



Note Baffle plate and lamp are shown larger than actual size in order to emphasize the construction features of the baffle plate

from at least two directions. Because the "trim" in the corner window is set up to face two ways. That is to say, part of the display faces one window, and the balance faces the other window. Obviously, of course, both halves of such a display cannot be adequately illuminated by a light coming only from one direction.

That can be understood by imaging two lay figures placed in a corner window so that one figure faces one window and one faces the other window. Now, if all the light be directed from a source above one window it should then be evident that the lighting of the figure which faces the opposite window will not be satisfactory. Half at least of that figure will be in strong shadow. Each half of the



PLATE No. 1068. DISPLAY BY LESTER HERBERT FOR JUST WRIGHT GAMBLE SHOE CO., AUBURN, N. Y.

This illustration, in addition to presenting an artistic and attractive arrangement of spring footwear, also shows excellent lighting effects. It is a corner window with reflector lamps entirely concealed. The natty shoes seem especially adapted to the scenic in center background

and bordered with lattice work and flowers. The lattice frames are adapted to a variety of settings. This display was placed in the window of the Just Wright Gamble Shoe Store, Auburn, New York, and resulted in big volume of sales.

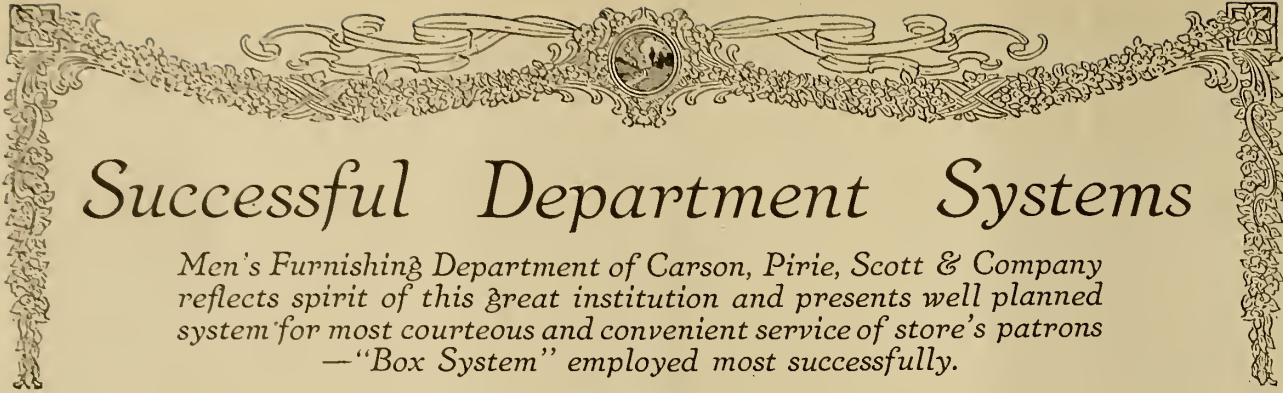
before a row of lights, their success as an obstruction to a direct view of the lamps depending upon the distance apart of the plates, as well as the width of the plates. Anyone who is familiar with the construction of a lattice shutter will readily grasp the idea of the baffle plates in series. However, the sketches should make all clear.

The baffle plates should be painted the same color as the woodwork, finished in the same manner, if possible. So treated, their presence will hardly be noted by the ordinary observer interested in looking at the display. And a little ingenuity in shaping and placing the plates will go far towards solving the problem arising in connection with the lighting of the corner window.

Having an understanding of the fundamentals, it is simply a matter of ingenuity and common sense to arrange the lighting correctly. The variety of reflectors is ample for all requirements. Broadly speaking, there are three general types of reflectors equal to solving the utilization requirements of any display window. They are cut at various angles and apply as follows: (1) For high windows of

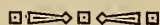
somewhat shallow depth, reflectors cut at an angle of 15 degrees direct the light from the lamp sharply downward, brightly illuminating the foreground of the display without spilling any of the light on the side-wall. However, they permit enough light to reach the background to illuminate a display of average height. This type also is suitable for windows which are low and not too deep. But this reflector is not intended to direct the light to any great length towards the rear of the window. (2) The 30 degrees reflector, on the other hand, is the proper one for either high or low windows of considerable depth. This type may be obtained in a variety of forms so that the background can be illuminated to almost any degree of intensity desired. They also serve to cut off the light at any desired point above the line of trim. (3) The 45 degrees reflector is best for use in very deep windows; it throws the light well back and to quite a height up on the background. Frequently it is necessary to make use of all three types of reflectors in illuminating the window, combining them according to the requirements.





Successful Department Systems

Men's Furnishing Department of Carson, Pirie, Scott & Company reflects spirit of this great institution and presents well planned system for most courteous and convenient service of store's patrons — "Box System" employed most successfully.



By Shirley Ware

THERE is probably no store that has enjoyed a more continued success than Carson, Pirie, Scott & Co. of Chicago. It is known both among the trade and its patrons for fair treatment, quality merchandise and good service, and its steady growth bespeaks the result of proper organization. The Men's Furnishing Department reflects the spirit of the house perhaps as much as any other section.

Courteous treatment to all customers or prospects is the pitch key from which this big institution has builded a clientele that expresses its appreciation through continued patronage. A customer enters the clothing department, which, by the way, is conveniently located near the elevators on the second of the twelve floors, and is met with the question: "Have you been served?" or: "May we show you something in clothing?", from the waiting salesman. When it is learned just what is desired, the patron is turned over to another of the sales force and ushered to a chair before the large windows. The article desired is placed before him on a large table that allows the garment to be spread at full length. This immediately gives the customer confidence in the store's policy, for he is viewing the material in the day's light, where its true color and quality are easily seen and determined.

A wide assortment of stock is offered in business suits, evening-clothes, both formal and informal, sports apparel, raincoats, college clothes for the young man, etc., of various colors, patterns, sizes and qualities. The sizes range from slim to long stout; the patterns, colors and styles are conservative, standard and prevailing modes at prices that appeal to the customer who is expecting good merchandise at a reasonable figure. A daily check is made of the garments in stock and this system keeps such a full line on hand that it is seldom a caller wishing to purchase a suit that day leaves the store without being able to make a selection.

Each salesman has a stock of merchandise that requires his individual attention, e. g., overcoats are divided between a certain number of the em-

ployees; suits are taken care of in the same manner; dressing jackets and lounging robes form another division, etc., and it is the duty of each salesman to keep his stock in order. The garments are classified according to their style and size, e. g., the Chesterfields appear in one section—all 38's in one row, 40's in another, thus eliminating frequent errors of "nesting"—the placing of a 38 coat with size 40 trousers,—for it is readily traced, and the salesman that arranged the stock is held responsible by the entire force for its condition. Also, this method familiarizes the salesmen with the goods on hand. After four garments have been shown to the customer, they are carried to their proper section and whoever is on duty returns them to their respective places.

It is of course only necessary that a salesman arrange stock when he is out of "the box" or when not serving a customer.

The Box System

The box system has proved to be the one most favored by employees. Immediately in front of the elevators, where the majority of customers enter the department, there are two imaginary boxes, A and B. Assuming that there are twenty salesmen on duty and beginning at the first of the "line-up," Salesman No. 2 is stationed in Box A to receive the customer as he approaches. He ascertains what is wanted and calls to Salesman No. 1 to show the article. Salesman No. 2 then steps in Box B to await the next sales call and Salesman No. 3 enters in the introductory box to receive the next customer. In this way each salesman has an equal chance to sell the merchandise. The average calls to each employee per day are six.

There are two department managers in constant charge to adjust any misinterpretation of "calls" by the employees and settle any friction. This friction, although there is but a small amount of it, is not seriously objected to by the department head, as he contends the salesmen are more alert to their turn in the box and watch more closely the calls as they come in, making a greater effort to sell their "call,"

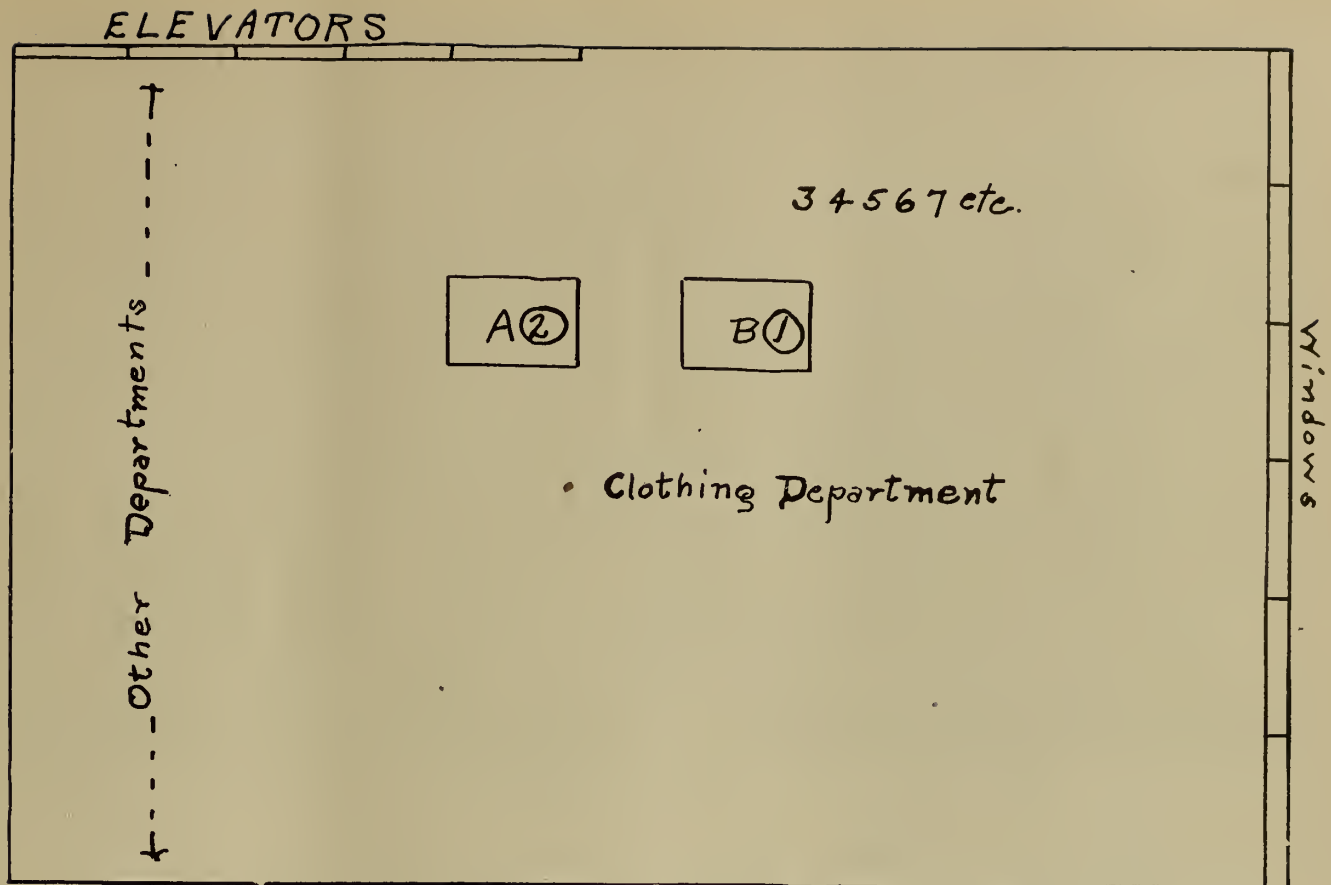


ILLUSTRATION OF "Box System," EMPLOYED WITH SUCCESS BY CARSON, PIRIE, SCOTT & COMPANY, CHICAGO, ILL.

knowing that he must wait until all the salesmen go through the box before he has another opportunity; and, inasmuch as payment is made on a commission basis, it is up to the salesman to SELL the goods.

If customers approach by some other entrance, that is, through any of the other store departments, any of the salesmen not in the box line-up, have the privilege of waiting upon them, and if he finishes the sale before it is his turn in the box, he is entitled to his next "call," in addition, but if during the time he is either showing or selling goods to a prospect, his time up occurs, he misses that "call" and must wait until the next. Sometimes the salesmen who are arranging stock throughout the department prefer selling to the customer who wanders in from the other-than-usual entrance. Again, the salesman who has a following may depend upon his personal patronage entirely instead of the box system if he can prove from his sales that his following is profitable.

At the end of the day if Salesman No. 15 is the last man in the box, Salesman No. 16 has first chance the following morning, but every Monday morning begins anew, with Salesman No. 1 in the

waiting box and No. 2 in the introductory one. The department managers by merely glancing at the calls and sales each man has received are able to check the salesman's ability as well as his close or lax attention.

Method of Payment

The employees are paid on a commission basis. They receive from five per cent up for selling the stock; that is, a new salesman receives five per cent, an older six per cent, etc. An annual bonus is also paid before the holidays which amounts to 10 per cent of the amount drawn during the entire year. A drawing account of thirty dollars up is allowed weekly, paid every other week, so that in very dull seasons the salesman receives not less than this amount. The drawing account, however, is deducted from the commission and if the sales fall below an amount figuring \$30.00 to the salesman, the shortage is forwarded and deducted from his next pay. On the 15th of each month, the salesman receives the surplus of his commission, and every other Wednesday he is paid the amount of the P. M's. P. M's are given for double and triple sales of merchandise and serve as an incentive to sell the customer more than the one garment he has



SPRING DISPLAY OF BOYS' CLOTHING BY R. M. MONTGOMERY FOR ROSENBAUM BROS., CUMBERLAND, MARYLAND.

called for. While the amount is only nominal, on a large number of sales they warrant the effort.

In the event of returned merchandise, the salesman's commission on the sale is, of course, deducted from his check. A week's vacation with pay is allowed the employee after he has been with the house for six months and one year entitles him to two weeks. A sick benefit is provided also, which taxes the employee thirty-five cents per month, if he wishes to join. It pays \$9.00 per week when ill and \$100.00 to a dependent beneficiary in case of death.

When a salesman applies to the superintendent for a position, he is sent to the Department Manager, providing he passes the first questionnaire. It is necessary that he give references, experience and qualifications, and if there are adequate he is given a trial. Every employee must submit to an examination by the store's physician and if physically fit, he goes to the classroom for instruction. Here he is drilled in regard to the several kinds of checks to be issued, such as C. O. D's, charge accounts, etc. A half day is devoted to this instruction.

Friday night of each week the salesmen are detained in the department to discuss the past week's business, and to exchange ideas, and ask any questions that may have puzzled them, or offer suggestions. The department manager takes the opportunity to lecture on salesmanship and the salesmen are inspired with new energy to meet Saturday's trade.

GEORGE L. McClellan, department manager for F. Johnson Company, Holdredge, Nebraska, was in Chicago recently in the interest of the Holdredge Automobile Show scheduled for the latter part of this month and which will be conducted under his direction. Before his promotion to his present executive position Mr. McClellan was recognized as a display man of unusual talents and accomplishments and a prominent member of the International Association of Display Men.



OKLAHOMA CITY, Jan. 29.—She was clad in dainty, filmy "unmentionables," and in waxen loveliness occupied a prominent place in a large show window.

He, Rev. R. L. Hawkins, passed by and noticed that all the young fellers cast sidelong glances at her.

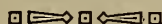
Rev. Hawkins was shocked. He remonstrated with the shopkeeper unsuccessfully. He appealed to the sheriff successfully.

Ray Young, window decorator, it is said, was arrested on a charge of "indecent exposure of models," and the sheriff was ordered to remove the model from the window. The sheriff demurred, mentioning the embarrassment of carrying the waxen lady down the street.

There was a compromise, and the model was placed in the basement until the court can determine her "fitness."

New Merchandising Service

Two-light standard lamp for color matching pronounced great development in store service—Perfect artificial daylight and electric light combined in one fixture and so arranged as to prevent mixture of light—Returned goods evil overcome and sales speeded up.



A NY department store with a *dressmaker's* sale in progress, forms the setting for this story. Aisles are filled with busy shoppers; counters are crowded with all the fittings, findings, buttons and braids that dressmakers require in their work. A dressmaker with a sample of cloth wishes to buy buttons, braids and trimmings to match and she wants to be absolutely certain about the color.

She approaches the ribbon counter with sample in hand, selects a bolt of ribbon that she needs, compares the color with the sample, but seems to be a bit uncertain until the ribbon clerk pushing a

another light. This has long been recognized in case of artificial light in comparison with the white light of natural daylight. Color combinations selected under daylight may not harmonize under artificial light; in fact, quite often they clash, and likewise, color combinations arranged under artificial light may be impossible under daylight.



NEW TWO-LIGHT COLOR MATCHING LAMP.

button on a new counter lamp gives the customer some real north daylight in which to view the sample and the ribbon; then another push of the button gives an evening light, so that the dressmaker can see in a moment just how the sample and ribbon will appear under two different lights.

Objects owe their color to light reflected from them. Colors that look the same under one light, may, and frequently do look very different under



Therefore, the giving of samples has grown, until today it is a considerable item in the cost of doing business. Where samples are not taken by the customer, there is a high percentage of unsatisfactory sales on account of goods returned, because,—“they didn’t look the same at home”—goods that later go onto a remnant counter to be cleared out at a reduction.

A dressmaker buying large quantities of goods and trimmings is now sure of color harmony. On many of the counters in modern stores is a two-light standard for color identification. Artificial daylight and electric light combined in one fixture and so arranged that the two cannot mix is the outstanding feature. Thus in many of the up-to-date stores, the sampling and returned goods nuisance is rapidly becoming a thing of the past. Customers in these stores buy with a certainty as to color, pattern and fabric and strange as it may seem, this is not due to any regulation enforced by the store management, but solely through permitting and making it easy for the customer to use the sense of sight—to see clearly and truly—right at the counter, both the day and evening color effect.

These lamps located wherever conveniently permit the viewing of colored objects or materials exactly as they would appear under the best daylight conditions, and also with a high intensity of ordinary electric light—simply, a push of a switch and instantly the light may be changed from one to the other, without moving the observer or the material. We depend so much on artificial light, that it is necessary to have two color standards—day and evening. A dressmaker can ill afford to disappoint her customers with color combinations that may

color is like, nor in waiting for a customer to make a trip to door or sidewalk, neither of which can be done advantageously on cloudy days, late afternoons or evenings.

Merchandising Service

These color identification lamps constitute a real merchandising service to customers asking the



A TRIPPLICATE MIRROR INSTALLATION.



oft-repeated question: "What color is it?" and "How does it look at night?" Seeing is believing; when the customer sees truthfully and knows that he sees truthfully, his mind is cleared of all doubt as to fabric and color. Such lamps on the neckwear counters, or in ribbon, chiffon and silk departments seem to be the finishing touch to the store's equipment. Their presence tells better than words that the merchant wants his customers to know exactly what

be pleasing in daytime but discordant at night, and some garments are exclusively for evening wear, while others are seen under both daylight and electric light.

A practical means of showing colors as they appear both by day and night is now possible, thus saving time formerly wasted in long trips to windows and doors of stores. Color identification lamps that give two distinct lighting effects are available. A switch is pushed and the customer sees how the material looks by daylight; another pull or push and customer sees just how it looks by ordinary electric light. Evening effects are thus shown in the daytime, and daylight color effects at any time, no matter how outside daylight may vary.

What This Means to the Salespeople

Salespeople using this new worth-while equipment discover new points in their merchandise, and become more familiar with color possibilities. There is no waste of time in trying to explain what a

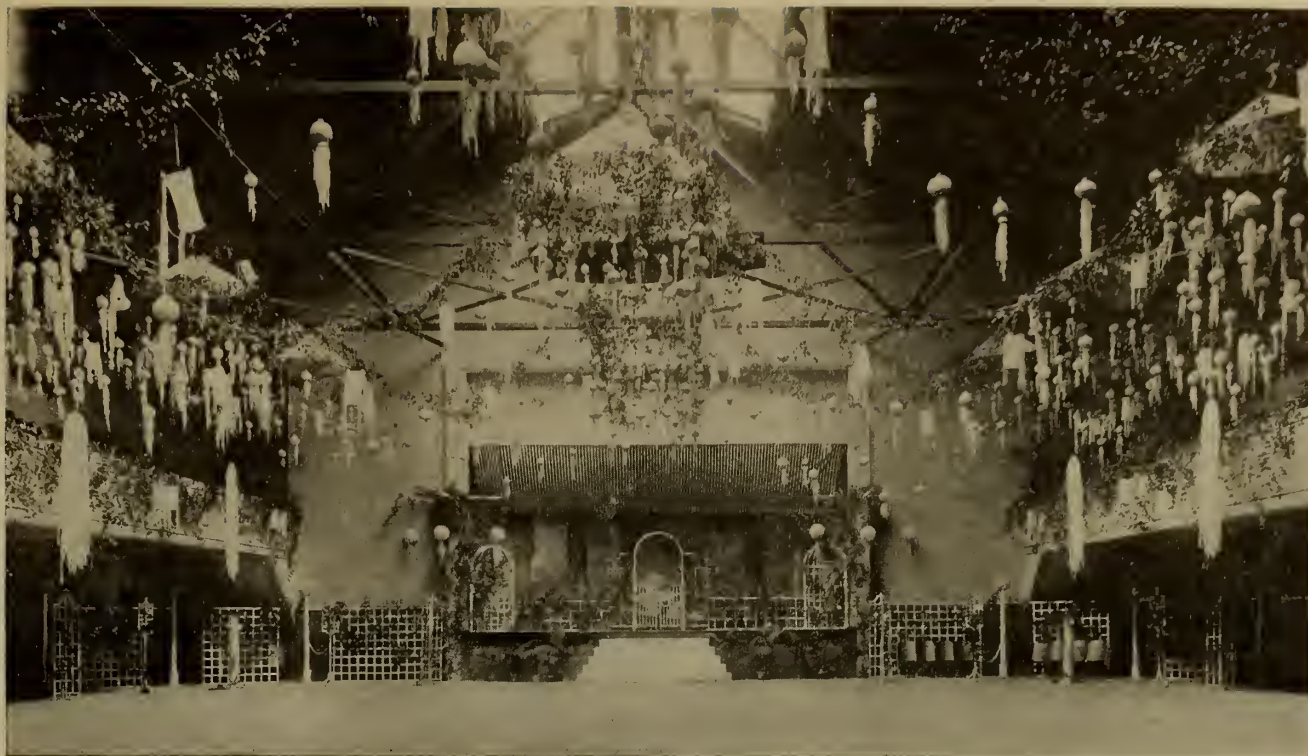


ANOTHER POPULAR COLOR MATCHING LAMP.

they are buying; and it gives the buyer confidence in the merchant's goods,—and that is worth money.

A new and decided departure in merchandising service attracts attention and affords a live topic of conversation when stores and store service are up for discussion. Do people discuss stores and compare the service they get at different stores? They certainly do. Such service as these identification lamps afford is an important factor in producing customer good-will. Live merchandising men are quick to appreciate its value and influence upon customers and they have this judgment confirmed by increased sales.

In most stores daylight is scarce even on summer



SPECIAL HALL DECORATION BY MRS. G. A. YAGER AND T. GUY DUEY, GRAND RAPIDS, MICHIGAN.

days. In winter it can be depended upon only in good weather and then only for a brief period on brightest days. Under old conditions customers carried materials to the door or to a window to make careful examination of exact color of fabrics. With this new merchandising service at hand, such trips are no longer necessary. Artificial daylight and evening light are both available at the push of a switch.

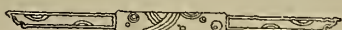
For accurate color matching purposes, experts have always preferred the light from the north sky—i. e. that from which direct sunlight is always absent. The apparent advantage of this is that it is subject to less variation than any other natural light. North sky light contains more blue, or less red, than the southern, or east or west light, and through expert usage has become accepted as the standard for color judging.

Through recent engineering and highly scientific laboratory work, a reproduced daylight is now available which is satisfactory as a color standard, and is an improvement over natural daylight in that it makes possible a basement location and color work at night. In the modern color identification lamp, a colored yellow light is taken from a standard clear bulb Mazda lamp, and correcting it, to a white light. The white light produced is not a so-called “approximate daylight” but it is represented as having the

desirable quality of being exactly like daylight in its effect upon colored objects or material.

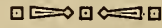
Many of the finest stores are in business centers where surrounding buildings necessarily modify the light to a considerable extent and subject it to variation through reflection from adjacent structures. Still further is the light modified by the woodwork in the store, the window shades, the hangings as well as wall finishes and mahogany furniture. A well known manager of the silk department in a big metropolitan store recently said:

“We find these new color matching lamps very advantageous indeed. You can see how very unsatisfactory is the light from the outside. Our windows are high, the woodwork dark, and although we get north light it is such a poor quality of light that we would be much hampered indeed by customers having to go to doors to see colors correctly, if we did not have these very satisfactory artificial daylight lamps. They solve our problem for us and really afford us a new sales help. Loss on account of returned goods is done away with; customer good will is built up on account of this new merchandising service, and satisfaction with the goods guaranteed in a manner not possible before,—and sales are speeded up.”



Practical and Dignified Store Front

New store front of Wm. Taylor Son & Company presents interesting treatment of show windows—Dignity and elegance gained through simple architectural features—Exterior interprets Pompeian motifs while Georgian design is delicately applied to background.



THE new Euclid Avenue display windows of Wm. Taylor Son & Co., Cleveland, Ohio, have recently been completed and are now in use.

These windows are dignified and elegant, yet they form simple frames and neutral backgrounds for the shop displays. This result is largely due to the use of a pronounced vertical proportion in an interesting design, which fact is clearly presented through the illustrations reproduced herewith, the selection of choice materials for execution of the design and the harmonizing and unifying of the

composition by close attention to the color of all elements.

The exterior architectural features were reduced to a minimum while the maximum available height of opening was used. The large glass areas thus made available were in turn divided into vertical panes by the use of very slender and graceful colonnetts, while the use of horizontal glass divisions was avoided, all of which added an appearance of dignity and stability.

The exterior design is inspired by the slenderness of Pompeian motifs with all metal parts ex-



OUTSIDE VIEW OF NEW TAYLOR FRONT, SHOWING SIDE DRAPES AND VALANCE TREATMENT.



GOOD VIEW OF NEW SHOW WINDOW BACKGROUNDS OF THE WM. TAYLOR SON & CO. STORE, CLEVELAND, OHIO.

ceedingly thin and of bronze of a rich natural weathered tone. Marble supplants bronze in all exterior parts of any considerable area. By these means the sense of thinness and delicacy of line and richness of surface is emphasized—and the impression of weight avoided.

The interior background is executed in oak from base to ceiling—a height of fourteen feet. Of simple Georgian design, this wain consists of a chair rail with small horizontal panels and marble base below and large vertical panels with a suppressed cornice above. Horizontally this system alternates narrow pilaster panels with large panels producing a rhythm of areas throughout the length of the wain.

The stiles and rails of the wain are of straight American White Oak while the panels are interested by a very fine and subtle flutter of quarter-sawn grain. The mouldings are kept very flat and broad and are carved, but this carving is little more than a decorative scratching of the broad surfaces. This flatness of treatment of design, moulds and carving interprets with good effect, without attracting too much attention to itself. An effect of suppression of projections was also desired because of the shallowness of the windows.

Nelso Golden Travis, a beautiful golden brown marble, with markings of ochre and sienna was

used as a base between the light gray-brown wainscoting and the dark brown parquet floor. This was also carried around the wain doorways.

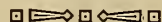
The color scheme of both the exterior and interior is very simple, and much of the success of these windows is due to the unifying of the many parts by this means. Even the softer materials involved, the hangings, tone harmoniously with the harder elements, the bronze, marble and wood, and the simple pleated valance with fringe and tassels and the rather severe side curtains are rich and beautiful in grayish-brown casement-cloth. An interesting feature of the wood background is an arrangement in detail of the panels whereby these can be reversed to show a field of English Oak, or interchanged with other reversible panels of brocade and painted decoration. The latter are stored in the same frames with, and back of the oak panels.

The problem of condensation of moisture and frosting of the window glass is met by the use of a flat ventilating duct over the display windows. By this means the interior temperature is kept close to that of the street and the difficulties of these problems are materially lessened. These ducts also serve to carry fresh air through decorative grilles in the exterior design, over the display windows and into the store.



Window Display Follies

A few examples of how some merchants regulate show window displays to their disadvantage—Empty windows to be avoided—Cards and signs must state facts—Honest cards and displays form honest advertising.



By J. L. Cameron

MANY merchants, while realizing the value of good window displays, in their desire to accomplish results in rapid order discount the real force and purpose of the displays by ordering them replaced as soon as the first influence is manifested in the store department to which the display is devoted. A display cannot accomplish its total efficiency in a few hours for obvious reasons, and the merchant, who, when learning that a particular showing of merchandise has started the crowds coming into the store, takes out the display or orders it replaced with other materials, is making a grave mistake and is the cause of a loss in sales. The results of this action is all the more serious when the display presents merchandise featured at the particular time in special sales.

To get the utmost out of every display is the purpose of the display man, and there can be no question that every showing must be allotted a

reasonable period in which to prove its ability as a selling factor. It is concerning the action of depleting window showings and replacing of merchandise while a sale is in progress that this article applies, and for the interest and benefit of merchants and display men, I feel that a few concrete examples of the practice and the inevitable results will be most applicable here.

I recall an instance where a large store devoted several windows to a sale and display of blouses. The day of the sale, the entire merchandise in the window was removed, although the buyer had duplicates of the ones in the windows, also a run of sizes. Therefore, when customers arrived late they were confronted with a stretch of windows and naturally supposed the supply was exhausted, and, it is safe to say that the department, no doubt, lost a number of sales. It should be possible to allow some of these windows to remain in during the day



SPRING OPENING DISPLAY BY J. L. CAMERON FOR HARRIS-EMERY COMPANY, DES MOINES, IOWA.



SPRING DISPLAY BY BERT A. SMYSER FOR STONE-FISHER, TACOMA, WASHINGTON.

of the sale in order to substantiate the notice of the sale as well as catch the customer who is aware of sales only through window display.

Another instance, one which shows a somewhat narrowed or perverted business sense, occurred when a department manager ordered his merchandise out of the show window after it had started selling. The merchandise was removed and the display man confronted with an empty window. The merchant and owner was out of the city at the time, and the display man, whose custom it was to place merchandise in the window only after the owner had designated the character of merchandise to be shown, found himself in a dilemma. There occurred to the latter, a recent conversation with the buyer of the hosiery department, in which the hosiery department head made it known that her department had not had the advantage of window space in more than a year.

The "boss" away, the display men siezed upon this opportunity to grant to the hosiery section some of the display space that rightfully should have been given it on previous occasions. It was during the Christmas buying season and a most opportune time for creating interest and sales. The window was cleverly arranged with an extensive display of silk hosiery with the most gratifying results to the department buyer. On the following day the "boss" returned, and on seeing the hosiery display immediately located the hosiery buyer and inquired the results of the window display. Though the hosiery showing had been in place but one-half day the buyer assured the owner that the

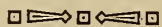
sales in the hosiery department in that one-half day were greater than the combined sales of any previous day in the history of the department. Upon this information the "boss" suggested, that since the goods were moving so fast, the display was no longer necessary, and, accordingly ordered the hosiery removed from the show window. Thus, did the bottom drop out of the Christmas hosiery business.

Another point deserving of careful attention is the use of price tickets and show cards in the window on which are statements, not always correct. Frequently one will find a card or sign stating that \$35.00 waists are on sale for \$12.95, or something similar. The signs or cards are placed among waists, the most expensive of which is \$20.00 or \$25.00. This is an attempt to create sales through misleading statements. Most of the high-class, reliable concerns insist that where prices are quoted for special reduction, and listing at the same time previous prices, there must be in the collection of goods on sale one or more items previously marked at the highest price stated on the show cards or signs used in conjunction with the display. If such is not the case out comes the cards.

Display men should also give particular attention to the wording of cards, even though it comes from the "dean of pens," the advertising department. I once read a sign in a men's wear window of a prominent store, "If a Man Wants Good Underwear and Nothing Else at \$4.00 a Suit, First Floor." That brought the "naked truth" to the underwear section,—first floor.

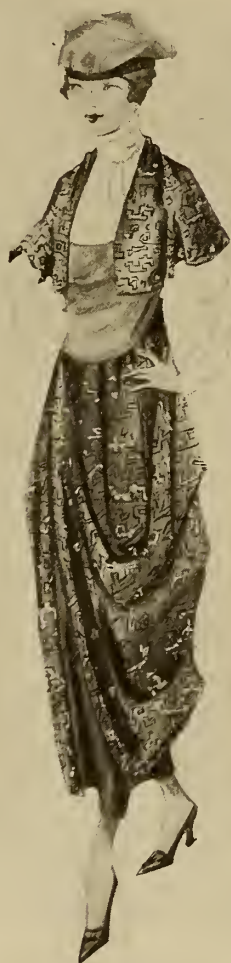
The Art of One-Piece Draping

Another series of drapes recently created by Herman Frankenthal and placed in the Fifth Avenue windows of B. Altman & Company, New York City—Popular advance styles and materials for coming season.



THE Fifth Avenue windows of B. Altman & Company, New York City, are an ever increasing source of Gotham pride, and the efforts of the display manager, Herman Frankenthal, have been instrumental in making these great show windows things of rare beauty and places in which the most discerning of the fashionable set look for the advance showings of the season's utmost in modes and fashions. Keen disappointment would result should the beautiful creations of authentic

styles as portrayed through Mr. Frankenthal's regular series of drapes be eliminated from the program of B. Altman's displays. It is through the windows devoted to these drapes that New York's conception of the coming styles is first obtained and it is not unusual to see the country's foremost designers in front of the Frankenthal drapes with pad and pencil, gaining some valuable idea from the treatment of the famous display artist,—often referred to as the "dean of the profession."



DRAPÉ NUMBER 1.



DRAPÉ NUMBER 2.



DRAPE NUMBER 3.

This month are shown four drapes from a recent series, and present that delicate sense of choosing materials and the original Frankenthal method of treatment.

The first illustration shows an unusually pleasing creation made from brown batiste ornamented with Bulgarian designs in henna color. The underskirt is made of henna taffeta and the materials are draped loosely over it. A jacket of handsome dark and light henna cut in ultra fashion and a ribbon girdle completed the drape.

The dress shown in the second illustration was made of a light brown batiste with polka dot figures in light and dark henna colored spots. In beginning drape take the opposite ends of the material and allow plain part to drop from waist line. Then taking up again fasten around the waist, the plain material thus forming skirt. The waist is finished with bluede ribbon.

A popular drape is presented in the third illus-




DRAPE NUMBER 4.

tration. The dress is of cotton material with a yellow stripe running length of goods. At the beginning of the skirt the yellow stripes are pleated in compact fashion and opening gradually as the pleats proceed to the bottom of skirt. On the waist the stripes proceed in the opposite direction from those of the skirt, running across the waist in parallel lines. Two large black velvet buttons ornament the waist at the shoulders, and a large sash of black velvet is draped around the waist. This drape, like the others, is made without cutting of materials.

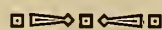
Another beautiful creation in cotton goods is presented in illustration Number Four. The material is ornamented with flower-pot designs and the skirt offers another suggestion in the loose style drapery. The waist arrangement is very interesting showing the two large ends of materials brought to the shoulders, while the small ends are arranged farther down, intermingling with purple ribbon sash. This drape is also completed in one piece.





Notes from New York

Evolution of New York window displays brings general tendency to the artistic and beautiful embellishments—Flowers now have prominent part in show windows of Fifth Avenue's greatest stores—Plans for "Art Week" formulated with displays most prominent feature—Shortage of merchandise sends many buyers abroad.



By F. F. Purdy.

FOR a long time "the accent" on decoration in New York has been on commercial windows and a relegating of the artistic to strictly second place. This sentiment is not as strong as two or three years ago. Indeed, one of our most progressive and successful young display managers expresses his views in this way: "The creation of 'Art Week' on Fifth avenue seems to be a psychological time for a consideration of the artistic element in window displays. During 'Art Week' signs point to the use of flowers in profusion in the displays. They were used early this year in the showing of southern wear. The recent act in the Capitol Theater, entitled 'Say It with Flowers,' was one of a number of things recently to promote interest in flowers. And I notice that more attention than ever is paid to artistic windows. Leading stores are taking up the idea of light, artistic windows and the use of fewer pieces.

"For quite a while here, merchandise men and buyers looked to the display manager for direct and immediate results from goods in the windows, whatever the artistic quality of the displays, for which they cared little. The idea of a pink, blue and green dress in one window, for instance, might have been condoned. Now we confine ourselves to our color schemes, and immediate rush of consumers for the merchandise gives way to the effect of general prestige publicity, of a reputation as purveyors of high class goods. There is more attention to backgrounds. The display manager can now go to the management of his house, show them a plan for improvement in fixtures, background, setting, etc., and he does not have to fight for his idea. It is generally appreciated and adopted. The stores are 'out for art.' We used to put, say, 21 hats in a single window. Now we will have no more—possibly less—in a whole window stretch. Of course strictly popular-priced houses cannot adopt a policy of this kind. But with others the artistic element in the windows is having unusual weight."

The Fifth Avenue Association has appointed the display managers of the leading stores of Fifth Avenue as a consulting sub-committee to co-ordinate definite plans for the treatment of the frontage of the avenue during "Art Week." This committee, consisting of Messrs. Frankenthal, Munn, Weisgerber, Berg, Beyer, Schmidt, and Tormey, held a meeting at headquarters on February 19. After consideration it was resolved by the meeting to recommend that each store devote one window to the history of the store and the growth of the business, illustrated by means of photographs of original sites and founders, and present-day officers; another window showing the development of merchandise by contrasting the gowns and apparel worn at the time the store was founded with those sold at present; all store windows to be illuminated every night until 11:30; programs of the activities of the week to be printed, framed and inserted in the windows of every store active in the movement, these programs to mention special displays or activities occurring, and on which day, winding up with the reception and fashion show to be held at the Waldorf-Astoria at the end of the week. Specially planned displays of the finest merchandise are recommended, and interior displays of merchandise—for example, a period room in the furniture department, and expensive gowns displayed on forms in the ready-to-wear. Flags or pennants in the colors of the City of New York will be used—blue background and the legend, "Fifth Avenue Week" in white. This is to be hung in front of stores, with flags and patriotic decorations.

It is the program to have this event advertised in every city of the Union, and to have people come on in great numbers for the event. If they do, it is hard to realize what New York will do with them, for the hotels are full to overflowing now. But let their city cousins come to the front. America, during the war became acquainted with Fifth avenue, with the great parades and drives that will never be forgotten. America now knows Fifth

avenue and the nobility and patriotism of her merchants, who will now have what might be called their own celebration the week before Easter, call it "Art Week," "Fifth Avenue Week," or what not. They used their windows with great effect toward the end of winning the war, saving food, selling Liberty bonds, and showed a degree of public spirit that should never be forgotten.

An unusual number of buyers of New York department stores—and indeed of stores throughout the country, are now in Europe, on the way over, recently returned, or yet to go. The management of one store we know of here figures on sending practically all their buyers across. One merchandise man is quoted as saying, relative to the possibilities of getting goods in Europe, "Our buyers, most of them, have been to Europe, and have bought at least a million dollars' worth of merchandise. There are goods to be had in Europe to reward the diligent seeker after them, and our policy of going after merchandise there has been abundantly gratifying." At the same time, there is a great deal heard of English production in some lines being sold up for the entire year 1920, while, strange to say, buyers of those same lines are "over there" in large numbers to test the market. The

shortage of merchandise is of course the propulsive power behind all this exodus of buyers to Europe. Some of them are going to Germany, although not a large proportion, we take it, for the following were the instructions given buyers of one of our largest and most progressive houses here: "Go anywhere within reason where you can get the goods—except Germany. The day has not yet come for this store to stock German goods. Until this notice is revoked we shall not handle this merchandise."

One of the mutations of department store life here takes Ralph B. Peck from Lord & Taylor and places him as merchandise manager for Franklin Simon & Co., and ranking as well as second vice-president. Franklin Simon & Co. have shown abundant evidences of life and progress, especially of recent years, and this placing of a merchandiser of the rank of Mr. Peck in charge of this important branch marks another forward step. Mr. Munn, display manager, is evidently gathering his forces together strongly for "Easter Week," as he will have a new feature in beautiful fixtures among his attractions for the public eye. Early in March he showed for the first time in New York a display of fixtures, all the visible parts of the stands used



DISPLAY BY ELLSWORTH H. BATES FOR C. W. KLEMM, INC., BLOOMINGTON, ILLINOIS.



SPECIAL DECORATIONS FOR 75TH ANNIVERSARY OF THE S. S. WHITE MFG. CO., PHILADELPHIA, PA., BY J. B. LODGE.

for merchandise being covered with beads, like unto the style of the beaded bags. The preponderant hue was gray, although there was the occasional introduction of other hues. This treatment of the stands was a notable enrichment of the fixtures—a new idea that was received with many signs of appreciation.

At Lord & Taylor's were recently seen two windows that attracted much attention because they were so "different." At first there was a "man's window," showing the room of a confirmed bachelor, with open chiffonier, bed and other furniture, natty and snappy in style, with the belongings of the owner thrown around in confusion—shirts, collars, cravats, walking sticks, hats, slippers, etc.—a regular medley, but attracting more attention than a carefully arranged display would command. This window made such a hit that a week later milady's boudoir was reproduced and in a style of charming negligee. A three-quarter bed, toilet table, chaise longue, bedroom table, floor lamp, stool and chair were among the furnishings that facilitated the showing of feminine finery after a manner far from conventional. But the idea rung the bell, with opera cloaks, lingerie, hosiery, slippers, gloves, fans, fancy neckwear and all sorts of furbelows down to the Pomeranian and his ne-

cessities, many things hanging over chairs, on bed, sticking out of drawers, etc. This is no "patented novelty," to say the least, but was a plan well worked out, and something that could be successfully put over almost anywhere to greater or less degree. It "got away" from staid and set windows, of which there are too many, even in New York.

Around April 1 it is expected that an arcade will be completed running from the Pennsylvania Terminal to Broadway, which will connect the Pennsylvania and Long Island railroads with the Broadway (B. R. T.) subway, the McAdoo (Jersey) tube, and the Seventh avenue subway, passing on the way the Pennsylvania Hotel and the Gimbel store, via 33d street. There will be windows and stores all along the arcade. Gimbel's will have about sixteen new windows, along 33d street, and Mr. Hopkins will need some more skilled young assistants. Besides these, there will be two new windows on the same street in the space formerly occupied by the delivery escalators, which are now unnecessary, as Gimbel Brothers are doing all their loading and delivery from an annex in the Hotel Pennsylvania. We shall thus have a notable addition to the subway windows of New York, which now include those of Wanamaker, Abraham & Straus, A. I. Namm & Son on the Interborough;

Hearn on the Hudson and Manhattan tubes, and Bloomingdale up at 59th street on the B. R. T. subway, among others. The subway windows are neat and attractive reminders of the various houses and merchandise, but will of course never compete with the displays of the windows directly on the street, in ambitious effect and treatment.

Another change at Gimbel's is the "Bunnyland" in the toy department on the fourth floor, in a space 30 by 60, which was put in March 1 and was a special Easter attraction for the children. In the foreground is a built-in kind of futurist farm yard, where live ducks and geese are swimming in a big pond. To the right is a large rabbit warren. The children go into this interesting yard by a wind mill and over a bridge, and thence into a gigantic egg, where Easter novelties are displayed and sold. In the background is in place an immense cycloramic drop, with mammoth fowl painted on it. This was a highly interesting and attractive feature. In the men's clothing department there was at the same time a men's Palm Beach summer clothing section, distinct from the balance of the department, decorated with palms and other tropical plants, with porch furniture, etc., and where Palm Beach suits, etc., were displayed to great advantage.

The Powder Puff Follies held forth not long since at the Broadway theater, at Broadway and 41st street—a sort of fashion show, with good songs, dances, etc., with Hugh Jensen producer and owner, who is reputed to have been a former display manager—or window trimmer at least—for ten years with Marshall Field & Co. and other merchants. Jack Kline, scenic artist, well known to local display managers, had charge of the setting of the stage, Herbert Saunders, assistant to Mr. DeVausney at Namm's, Brooklyn, having the draping. Mr. Saunders remarks that there is quite a field for improvement in the draping necessary on the stage, a getting away from stiffness, with an accession of naturalness. The setting was Grecian, white and gold, and with the recurrence of the popularity of draped settings on the stage, no doubt the softening touch of the window decorator will be called increasingly into play.

As a little novelty, in the course of the show, Mr. Jensen, with a maid in combination suit, in two and three-quarter minutes pinned upon it the dress fabrics, trimmings, etc., that clothed her in a complete and beautiful gown. Thus it would appear that the producer of the Powder Puff Follies is getting pretty close to the Frankenthal speed in putting up drapes.

Mr. DeVausney has moved into a well equipped office at Namm's, Brooklyn, devoting his former headquarters to a room for forms and fixtures. He has arranged for the management a new suite of

offices on the third floor, where are located in close and co-operative proximity the advertising department, comparison department, merchandise office and branch office of the display manager. The Namm management is highly progressive, and this new plan for co-ordinating their efforts is another proof of it. Work is going forward in their large addition, 125 feet on Livingston street and 175 feet on Elm place, which will give such a tremendous addition to the store in the fall.

Orkins' specialty store recently advertised for a display manager, but nevertheless, Lawrence McArdle, display manager, will stay right there. It had been anticipated that he would connect with the Winchester Repeating Arms Co., of New Haven, Conn., who have, since the war, gone into sporting goods most extensively, and they wanted Mr. McArdle to come to them, lay out and design the windows to be suggested to the hundreds of dealers all over the country handling their product, and to be put into their own specialty stores which it is understood they are shortly to open in various cities. Mr. McArdle was to have a studio in New Haven, and organize for setting up of displays which would be photographed and sent to all dealers handling the line. He went up to New Haven and had almost closed the agreement, but on taking leave of Mr. Orkins, there was "no such thing." It "couldn't be done." Everybody is happy, and Mr. McArdle remains in New York.

Bedell's Expands

The Bedell specialty store management start two important enterprises in May. One is the enlargement of their new store in Fulton street, Brooklyn, which was illustrated and described in these columns within a few months. This will give them 45 feet more frontage on Brooklyn's main shopping street, and another set of island windows duplicating those of the original building. The same month the building of their store in Los Angeles will be started—four stories, 75 feet front except the main floor, where this full width cannot yet be obtained. This will make seventeen Bedell stores throughout the country, and Mr. Boustead, head of the display department of all stores, in connection with other executive duties, tells us that this new store will be one of the finest specialty stores on the coast, if not exceeding them all.

Mr. Boustead has devised a unique method of keeping in touch with all the stores during the long periods when he is unable to get away to visit them. He has printed diagrams of the exact fronts of each store, which are regularly sent out to each assistant, and returned whenever a change is made in the windows, with the merchandise shown in each window indicated in the proper space. This is the next thing to being on the ground.

MERCHANTS RECORD and SHOW WINDOW

*An Illustrated Monthly Journal for Merchants,
Display Managers and Advertising Men*

COMBINING

"Harmon's Journal of Window Dressing"	- -	Established 1893
"The Show Window"	- - - -	Established 1897
"The Window Trimmer and Retail Merchants Advertiser"	- - - -	Established 1903
"Merchant and Decorator"	- - - -	Established 1905

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OFFICIAL ORGAN

International Association of Display Men
Kansas Association of Display Men

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****Contributors of photographs should obtain duplicate prints if desired for their own use, as photographs entered in contest cannot be returned.**

****When ordering change of address, subscribers should give both OLD AND NEW ADDRESSES to insure proper recording on our mailing list.**

****Copy for advertisements should be in the publisher's hands not later than 20th of preceding month to insure position in current number.**

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March, 1920

Impediments Within

HERE is something radically out of joint with an organization the officials of which refuse to support its members. Petty jealousies or personal differences, whatever they may be, find no harbor in a business organization worthy of the name, and the practice of them bespeaks a limited business vision. Officials guilty of these small and despicable tendencies are officials in name only, and undoubtedly, if put to the test each would fail to meet the requirements of a real business executive.

Not infrequently has the writer been appealed to by men working under conditions as outlined above, and in his own years in business life has, like thousands of others, not escaped the unpleasant atmosphere of working within an organization so affected. While the conditions are most unwelcome its existence cannot be denied, and in every instance result more to the impediment of the organization than to the failure of the one or number

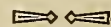
at whom these bits of bad judgment are directed.

Any big, successful organization will stand back of its individual members as it stands behind the products it handles. If a man is worthy of his hire he is a valuable man to his employers and organization. If he is unworthy of it, he most likely is not employed, and in these days of keen, cold business competition little sentiment is wasted on employees, let alone the granting of regular weekly pay envelopes for work inefficiently done. The fact that you are on the payroll is evidence that you are at least doing as much as you are paid for doing.

But, how are we to handle the inefficiencies of our superior officers as evidenced through actions? Surely we cannot discharge them. Their jobs are "bombproof" so to speak. And, then again, perhaps, aside from these childish tendencies, they have many well founded business ideas, the accumulation of many years' experience, which, if unhampered by jealousies and desires to withhold from Caesar what is rightfully Caesar's, would be most effectual in business development. So let us concede the official's position to him, and turn to our own job.

Here the conditions are vastly different, yet peculiarly similar. We can quit; in other words we can remove ourselves from the scene. But here we find ourselves in a dilemma. If we quit, we cast aside a position, which, excepting for the undesirable actions of some, was satisfactory; while, if we remain to have heaped upon us continuations of these actions, there is, we suppose, that possibility of at some time experiencing the enjoyment of witnessing the official's passing from the organization, or the realization on his part of his errors, and a total reformation resulting most advantageously to the business itself and to its personnel.

Lack of gratitude is the specialty of imperfectly organized business institutions.



Two Big Contests

DISPLAY men will be interested in the two big display contests, announcements of which are printed in this month's MERCHANTS RECORD AND SHOW WINDOW.

The competitions are those annually conducted by MERCHANTS RECORD AND SHOW WINDOW, and the International Association of Display Men. The former contest has been a feature event for more than twenty years and invariably lists as entrants the country's foremost display artists. There are twenty-one beautiful and valuable prizes in this competition.

The other competition is that conducted annually in conjunction with I. A. D. M. conventions, and is one of great importance. There are 44 classes in this great competition open to all members of the I. A. D. M. Read the rules governing these two big contests and decide to enter.

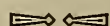
Our Monthly Contest

MERCHANTS RECORD AND SHOW WINDOW awards a beautifully engrossed Diploma of Award each month for the best photographs submitted. Any display man is eligible to enter photographs in this competition. Awards for 1920 have been made as follows:

Ellsworth H. Bates, Bloomington. Ill.

W. C. Grams, Denver, Colorado

Note: It should be understood that prize winning pictures are not published the same month in which the prize is awarded. This would be impracticable, owing to the fact that the displays would seldom be seasonable. For example, the prize winning photograph for December would probably be of some holiday display, as practically all of the photographs received during December are of that class. The winner would be announced in the January issue. This would be too late to print a holiday display, as the ideas contained in it could not be made use of for nearly a year. We therefore hold prize winning pictures until they are seasonable. The same is true of all other photographs we receive.



See the Point, Mr. Merchant?

B. F. GIBBONS, display manager for The Shore-Newcom Company, Miles City, Montana, is one of the progressive display men of his state, a fact substantiated by the I. A. D. M. roster of membership whereon Mr. Gibbons' name is to be found. Mr. Gibbons is an active member of this great association, and one may judge his estimation of the business vision of the display men outside the fold, and that of the merchant who fails to send the display artist to the great annual meetings of the International Association of Display Men in the following contribution which Mr. Gibbons entitles—

"When the Dreamer Dreams"

Ladies and Gentlemen—you do me honor today
By inviting me here to say my say.
It's plain to be seen, I'm not a speech-maker
I'm only an ordinary window decorator
And I thank you for your kind invitation.
But, what I'm going to say, I haven't the least intimation,
But from the looks of this wonderful aggregation,
It must have brought faces from all over the nation.
As I said before, I didn't come here to talk,
For from Montana to Detroit is some distance to walk,
And I just came here to listen and to gawk,
For out in our country there is nothing to see,
Only an occasional hill, or a scrub pine tree.
But we have merchants and stores and stocks
And a big bunch of clerks who punch the clocks,
Who work for The Boss and the salary he's giving
To keep down the price of the high cost of living.
My Boss is a man who believes in displays,
And he spends his money in numerous ways,
To make bigger profits, and he knows it pays
To encourage his window man during vacation days,
To acquire new ideas of large dimension,
So he makes haste to avoid contention

By offering his man a trip to the Convention.
For there he will meet the best men in the game
And the ideas they impart will be the same
As those originated by artists of fame,
Who are employed in stores worthy of the name.
Although I came from a very small town
My Boss is known for miles around
From Antiloupe Holler to Buffalo Gap
For he helped put the town on the map,
And now his name is recalled at once
As the man who believes in advertising stunts.
He likes his store to look its best—
Better, even, than any of the rest,
And that is why I'm proud to be here
For my Boss is known both far and near
As the man who offered without contention
To send his man to the National Convention.



Our Service Department

WITH the view of assisting our readers we will be pleased to furnish information as to fixtures, decorations and all kinds of store equipment.

The following list of subjects is printed as a help in asking for information. Check the subjects in which you are interested and send us the form. We will see that you receive catalogs and all available data.

Service Department,

Merchants Record Co.:

Please send us any information you may have covering the subjects checked on the following list:

Store fronts.....	Counters
Outside Show Cases.....	Wood Display Fixtures....
Show Cases	Metal Display Fixtures....
Clothing Cabinets.....	Wax Figures.....
Elevators	Papier Mache Forms
Store Seating.....	Electric Signs.....
Lace Racks.....	Store Lighting.....
Rug Racks	Window Lighting.....
Curtain Racks.....	Show Case Lighting.....
Backgrounds, Ornamental..	Color Matching Lamps....
Backgrounds, Hardwood..	Papier Mache Decorations.
Cash Carriers	Artificial Flowers.....
Package Carriers.....	Card Writer's Supplies....
Cash Registers.....	Valances
Delivery Wagons.....	Soda Fountains.....
Delivery Trucks	Store Ladders.....
Advertising Illustrations..	Air Brushes.....
Advertising Service.....	Store Designing.....
Metal Furniture.....	Wax Figure Repairs.....
Shelving	

Write in names of subjects not listed.....

.....

.....

We expect to build (.....) Remodel (.....)

Date

Name

Address

.....

Dimensions of Store.....

.....

.....

Cut out and mail to Service Department, Merchants

Record Co., 431 S. Dearborn St., Chicago.

State Street Notes

February sales set another record—Decrease in prices on several lines anticipated—Interesting experiment in department stores where hundreds of high school students become clerks—Spring openings scheduled for March 15—Other notes of interest.



SALES continue to break records at the State street stores, and the month just passed with its many mid-winter specials brought a business volume in excess of that of the same month a year ago. The public is still anxious to buy and buy high-grade materials, and evidently are heeding little of the advice so freely given relative to economy in purchasing.

Merchants here are not ready to substantiate the reports coming out of the east to the effect that lower dry goods prices will manifest themselves in a few weeks. However, practically all agree that the prices have about attained their highest point, and look for a gradual decline before many months. The immediate decrease, they say, is unlikely. While discussing the present high prices of merchandise and the probable change, a number of leading merchants and buyers point out the absolute necessity of care on the part of merchants with regard to becoming heavily stocked with merchandise at exceedingly high prices. This view is substantially the same as outlined several months ago by Albert Hoefeld. Mr. Hoefeld, in the January **MERCHANTS RECORD AND SHOW WINDOW** said:

"In my humble opinion it seems advisable that merchants exercise considerable caution in accumulating stocks at the present exorbitant prices. I believe that the time is fast approaching when prices quoted on various commodities will be so high that people cannot or will not buy as freely as they have been doing in the past. Whenever that time arrives it will be well for the merchant to have his stocks well in hand."

Merchants find cheerful news in the report of Federal Food Administrator Arthur Williams, which predicts a general decrease in clothing costs and allows it to be known that he bases his prediction on a careful study of the particular industry and field, and after having been assured by representatives of the American Association of Woolens and Worsted Manufacturers that prices could be reduced provided people generally confine their purchases to standard styles of plain materials.

Mr. Williams said that the return of a large percentage of equipment to normal clothing demands insured an almost immediate supply of cloths formerly available at lower prices, yet of good quality. This, he indicated, should have a beneficial effect on supply and prices, provided the public would divert their buying from the most expensive to the cheaper grades.

An interesting experiment is at present attracting much attention from department store executives and from the members of Chicago's Board of Education. More than three hundred students are supplementing their high school course with actual experience behind the counters of several big Chicago department stores. The arrangements for practical and beneficial addition to the school curriculum was made by the department store heads and William Bachrach, supervisor of commercial education in the high schools of Chicago. This experience is offered students taking courses in retail salesmanship. It is on record that one high school boy made \$24 in a single day selling behind the counter. Among the stores to co-operate are: Marshall Field & Company; Carson, Pirie, Scott & Company; Boston Store; The Fair; Chas. A. Stevens & Bros.; Hillman's, and W. A. Wieboldt & Company.

Washington street made another stride toward its ambition of attaining equal prominence with Jackson boulevard as Chicago's center for men's clothing when it was announced recently that Browning King & Company had purchased the eleven story Lincoln building at 12-14 West Washington street. The property was purchased from Stanley Field for a reported \$100,000. The big clothing company also leased the land for ninety-nine years, at an annual rental of \$25,000. Browning King & Company have been located at 131 South State street for several years. The company will name the building after the firm name and will occupy for their clothing business the first two floors. The upper floors will continue to be used for offices.

There has seldom been any movement on the part of the Chicago display managers to come out with their opening displays at a given day and date and this year is no exception, and therefore it is by no means an authoritative statement relative to the date of openings. However, most of the spring opening windows will be on public display on Monday, March 15, with the remaining few scheduled for one week later.

The month just passed saw comparatively few changes in the window backgrounds, for the most part display men being content to devote their energy in promoting the success of the various department sales, and working overtime on the decorations for the spring openings. However, more than the usual number of changes of merchandise took place.

Display Manager Herr had two notable windows at the Fair during the early part of March, one featuring plain and printed pussy-willow silks and another given over to an attractive and colorful display of negligees. Plush velour drapes in ornamented brown served as a background while the floors were covered with old gold velour.

March sales are in progress at the Boston Store, where W. A. McCormack has some unusually attractive displays. The great window at the corner of State and Madison streets is divided by massive figured velour drapes, and in one section is a beautifully decorated living room with blue plush upholstered furniture. The other section displayed dining room furniture. Roses and ferns embellished the showing. One of the State street windows held a stocky display of British government airplane linen being featured at this time at the Boston Store. Two miniature planes were suspended from the ceiling.

D. W. Moyer, director of the display department of Chas. A. Stevens & Bros., had a number of beautiful showings during the month and of

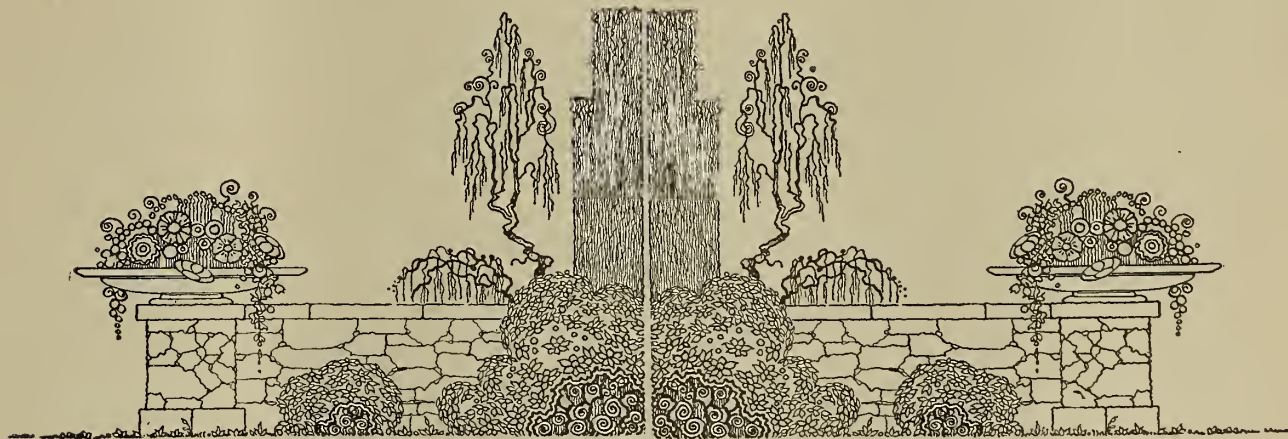
particular interest were the authentic Spring styles in women's gowns and suits. Mr. Moyer expects to have his new fixtures in ample time for his preliminary Spring showing.

Allan H. Kagey, display manager for Mandel Bros., had a number of beautiful merchandise displays during February and followed up with showings of advance fashions of exquisite beauty in the early part of March. One window of more than ordinary interest presented a display of Chinese filet laces, artistically arranged in conjunction with a beautiful one piece drape of silk and Chinese filet lace. Another display featured silk foulards and the draping of the materials was another evidence of the skill and artistic sense of Mr. Kagey.

The usual beautiful window displays of Carson, Pirie, Scott & Company are to be found at this great institution, and Display Manager Tannehill has attained some highly pleasing effects with few pieces of merchandise embellished by artistic arrangement of large wicker baskets filled with artificial flowers. At least one piece of furniture is used in conjunction with each display. Long, grey oval rugs with green fringe are used on the floors. During the first week in March one window was devoted to a display of velvet handbags, featuring the special sale on this merchandise.

It is noticed that the popular georgette, while maintaining its great popularity of other seasons, is sharing the laurels of popular demand with plain and figured tricolette. Several beautiful numbers made of this latter material are to be seen in the stores and it seems likely that it will be equally as much in demand as georgettes before the season is opened.

Net is also increasing in popularity and sale, and is being employed with versatility. Very frequently is it appearing with black georgette, blue tricotines and with lingerie. In practically all the latest blouses short sleeves are evident whether they be loose or tight fitting.



March Cover Design

A background treatment quite different from those that have been presented is shown in the window setting design and reproduced in full color on the front cover of this month's *MERCHANTS RECORD AND SHOW WINDOW*. The suggestion is a most practical one and affords great opportunity for attractive and unusual decorative effects. Particularly does the suggestion bring out clearly the great possibilities to be found in the use of composition board for display purposes.

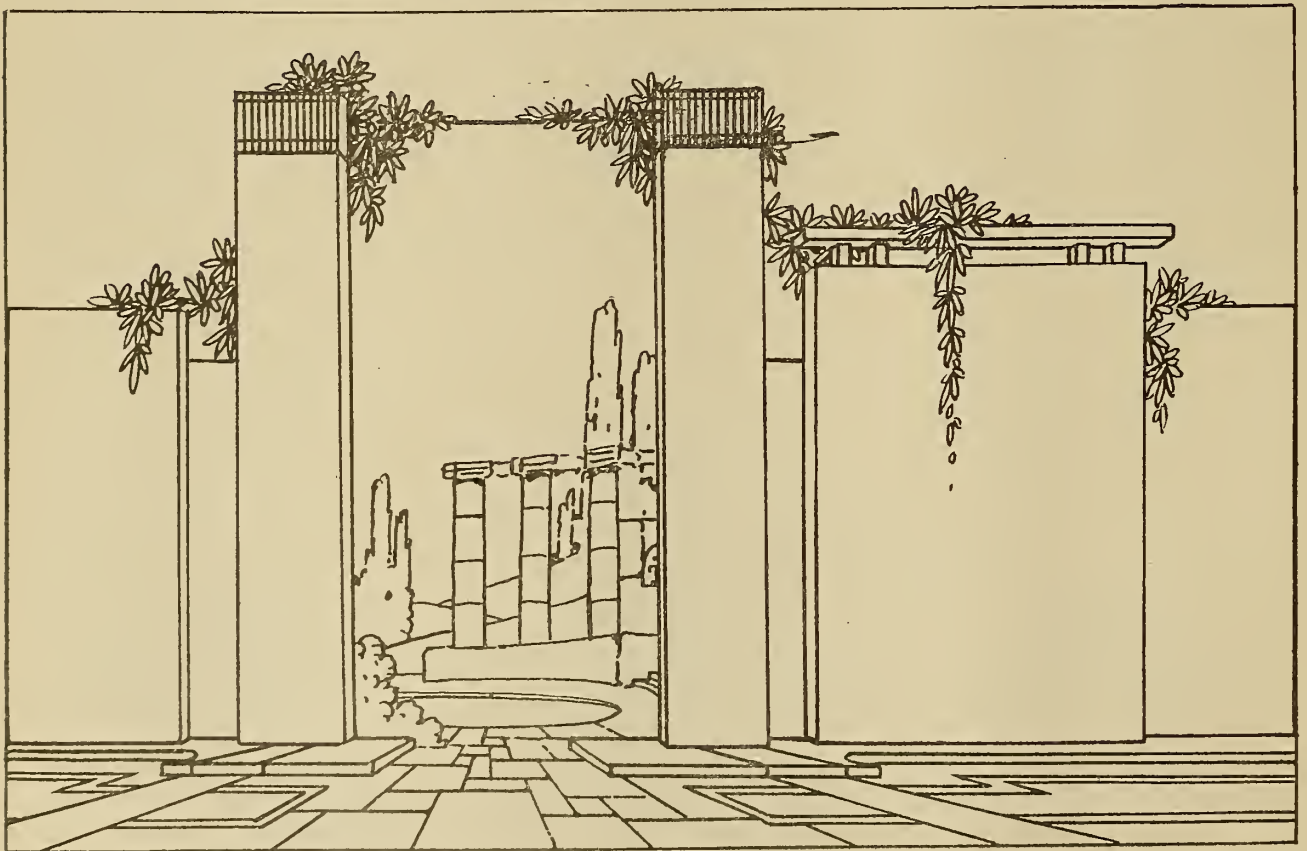
While the great panel on which is presented the pleasing painting is originally of muslin, should the display man so desire he may reproduce the design in its entirety as presented on the front cover with the use of composition board exclusively. However, granting that a most pleasing effect would be easily obtained in this manner, it can not be questioned that the general attractiveness and beauty of the setting would be greatly enhanced with the painting on muslin, and artificial flowers and foliage used in over-drape fashion at the top and sides of the great panels and pillars. It is reasonable to expect that the painted composition board without embellishments would have a tendency to appear bare and cold whereas the effect of warmth and adornment would be accomplished through the embel-

ishment afforded through the use of flowers and foliage.

The setting, a sketch of which is printed below, is easily constructed once the plan is perfected. Composition board forms the major part of it with pieces of lumber occasionally used. The floor is also made of composition board cut in blocks and long strips. While the coloring, as presented through the cover design is in harmony and indicative of the season, there are a variety of color treatments that may be employed to pleasing advantage and still retain the atmosphere of the season.

It will be noticed that the large painted panel of muslin with the two pillars, one at either side, presents a most pleasing setting suggestion in itself. Here again, may the display man bring his original talents into play in applying original treatment to the center panel. A variety of strong effects may be readily secured here with either scenics or novel construction of composition board features.

This suggestion is offered as one having decidedly attractive possibilities for use in conjunction with spring displays, though it can at the same time, through a few changes in coloring and central subject, be employed in a variety of windows and on practically any occasion.



Annual Prize Contest for 1919-20

Merchants Record and Show Window contest for 1919-20 opens—Twenty-one valuable prizes including ten gold medals, ten diplomas of award and beautiful silver loving cup—Contest open to all display men—Closes June 1st, 1920.

The Annual Prize Contests that have been conducted for many years by this journal are recognized by all as the most important competition in the window displaying world. They are competed in by representative window decorators not only of America but many other countries. To wear one of the medals or to possess a diploma of award given by the MERCHANTS RECORD AND SHOW WINDOW is a distinction of which any display man may feel justly proud. It stands for the highest honor he can attain and is a permanent and practical testimonial to his skill. It means that his work has been passed upon by the most expert judges who can be found, in comparison with the work of the leading decorators, and has been awarded honors for superiority.

MERCHANTS RECORD AND SHOW WINDOW medals are as handsome as can be designed by the most competent sculptors and are of exclusive design that are made especially for this purpose. Aside from the honor they stand for, they represent the highest artistic value. The Diplomas of Award are hand engraved on the finest parchment, of unusual beauty of design and workmanship.

Every display man who has good windows and knows how to decorate them, owes it to himself to enter this contest. The fact that he is competing in an event of this kind will spur him to added effort and will cause him to do better work. It will make him more careful and a better decorator generally.

Because one is employed by a smaller store is no reason for not entering the MERCHANTS RECORD AND SHOW WINDOW Annual Contest. In years past many prizes have been won by window decorators in comparatively small towns. It is the work that is judged, not the name of the display man, nor the size of the store. Read the conditions below and send in photographs of your windows—your chance to win is probably greater than that of many others who will compete.

Classification of Displays

CLASS 1—For photograph of best display of DRY GOODS AND MILLINERY.

CLASS 2—For photograph of best display of MEN'S AND BOYS' CLOTHING.

CLASS 3—For photograph of best display of HABERDASHERY.

CLASS 4—For photograph of best display of HATS (men's).

CLASS 5—For photograph of best display of SHOES (men's, women's, children's).

CLASS 6—For photograph of best display of HARDWARE, CUTLERY AND CROCKERY.

CLASS 7—For photograph of best display of FURNITURE AND HOUSEHOLD FURNISHINGS.

CLASS 8—MISCELLANEOUS—This class includes groceries, musical instruments, books, toys, drugs, etc.

CLASS 9—EXTERIOR AND INTERIOR DECORATIONS, including store arrangement.

CLASS 10—SHOW CARDS (pen, brush and air brush).

The first prize in each of the above ten classes is an Engraved Gold Medal. A beautifully engrossed Diploma of Award is awarded as second prize in each of the above classes.

Grand Prize—Sweepstakes Class

GRAND PRIZE—FOR BEST COLLECTION OF DISPLAYS. In this class the prize will be awarded to the contestant submitting largest number of good photographs during the period of contest. The prize will be a beautiful Loving Cup, especially designed and engraved for this purpose.

Terms of the Contest

Any person, without any restriction whatever, is eligible to enter photographs in any and all classes.

Each contestant, is required to submit at least six (6) photographs of different displays during the year, but it is not required that all of these photographs shall be submitted in any one class or at any one time.

Displays sent to us not marked for the ANNUAL CONTEST will be entered in the MONTHLY CONTEST for the current month.

Displays that have been sent to other publications will not be entered either in Annual or Monthly contests.

All photographs entered in contests shall become the sole and exclusive property of the MERCHANTS RECORD COMPANY.

All photographs submitted in this competition must be fully described and must be sent to us before June 1st, 1920.

Descriptions of displays should be pasted to or written on backs of photographs.

All photographs entered in the ANNUAL CONTEST must be marked up on the back of each photograph as follows: "FOR ANNUAL CONTEST," with name and address of decorator.

Points to Be Considered in Making Awards

SALES—Under this head shall be considered the effect of the display in making sales.

ATTRACTIVENESS—This applies to the decorative treatment of the window as a whole, and to the manner in which the goods are arranged with a view of impressing the beholder with their merits. This point also includes workmanship.

ORIGINALITY—The term originality shall be understood to apply to the treatment of the window as a whole. This does not mean that every detail must be used for the first time in this particular display.

The judges in the annual contests shall be the editor of the "MERCHANTS RECORD AND SHOW WINDOW" and two window decorators of acknowledged authority.

How to Make Show Cards

Practical instructions covering the fundamental principles of the department store card writer's work with suggestions from experienced show card men as to the best methods and tools to use.



Conducted by G. Wallace Hess

This department is a regular feature of Merchants Record and Show Window. All of our readers are invited to submit as many questions as they like. Inquiries received prior to the twentieth of each month will be answered in the following issue.

DURING the past few years I have shown in these columns many alphabets of pen letters. It is logical to assume that many have given them the "once over" and made no attempt to apply them to brush lettering.

Let us take Card Number One. This alphabet was run some months ago as made with a pen.

others in craftsmanship, and it may not be amiss to call attention at this time to the fact that since Sebastian Serlio, the Italian architect, designed his classic Roman in the sixteenth century, that there has not been amongst all the designers who have lived in the five centuries intervening a single artist who has been able to improve upon it.

But just as hair line seriffs are easy for the marble cutter, just so are they hard for us, and in Card Number One is reflected a quickly made card, and if this be made on pebbled mat board and done in gold and lavender it will be found to be an effective card.

Easter Fashions

Spring Opening

25th Anniversary Week

Space here forbids going into the history of the alphabet, yet from this particular style made by the scribes of old with their reed pens, has come the modern Roman alphabet in use today. One has only to try making this alphabet as it was shown to see how the Roman was developed. From these reed-pen designed letters, the marble cutters found that an improvement could be made in their appearance by placing their broad cutting chisels horizontally at top and bottom of vertical strokes and making the sharp seriffs with which we are all familiar.

We, in America, today think we surpass all

Velour
Cloth Coats
Special at
\$45

abcdefghijklmnopqrstuvwxyzk

There was a time when I had to say there was no such thing on the market as a good brush flowing gold ink—today there is.

This card was made with a number twelve rigger. Card Number Two was made with the same brush and here you see last month's alphabet used as a free hand brush letter.

Knitted
Silk Scarves
2⁰⁰ value
1²⁵

5

Use gold initial letters on this card and outline them with pale green or lavender, and letter rest of card in color the caps are outlined with; or, letter entire card in gold, in pale green, or in lavender.

Where torchon finish mat board is used, the

light striking in the depressions on gold lettering causes a brilliancy not to be had when gold is done on smooth white board. Card Number Three shows this style letter made with a Number Seven brush, hair ten-sixteenths of an inch long. Width of stroke one-eighth inch. The easy flowing caps of this alphabet looks good if made in vermilion. Card Four shows a pen letter style brush made, while Card Five shows the same style as used in Card One.

Granted an average time of making these cards of three to four minutes, I do not think you can find a neater style which can be more rapidly made.

In the lower case alphabet shown here you will see a style adaptable to outlining with a ball pen. This particular letter was drawn after the same alphabet as made by Norman Hall, and first used by him in display cards for Pall Mall cigarettes. It is easily adaptable to a brush and is an out of the ordinary letter. A person desiring to become a good letterer will find it a great help to sketch some good form like this with a lead pencil. The caps for same will follow in next issue.



A. M. LAIRD, display manager for the Columbus Dry Goods Company, Columbus, Ohio, has been awarded first honors in a national contest for the best window display featuring the products of a well known fashion publication. The prize was \$50, and Mr. Laird won in a field numbering thousands of display men in this country and Canada.



IRVIN, Jewell & Vinson Company, Dayton, Ohio, have again been declared winners in the annual National Clean Up and Paint Up window display contest.

Essentials in Modern Window Display

Advertising men of New York's great retail institutions hear L. E. Weisgerber in an address which stamps window displays a more powerful selling influence than newspaper advertising—Co-operation of buyers great assistance in successful displays.



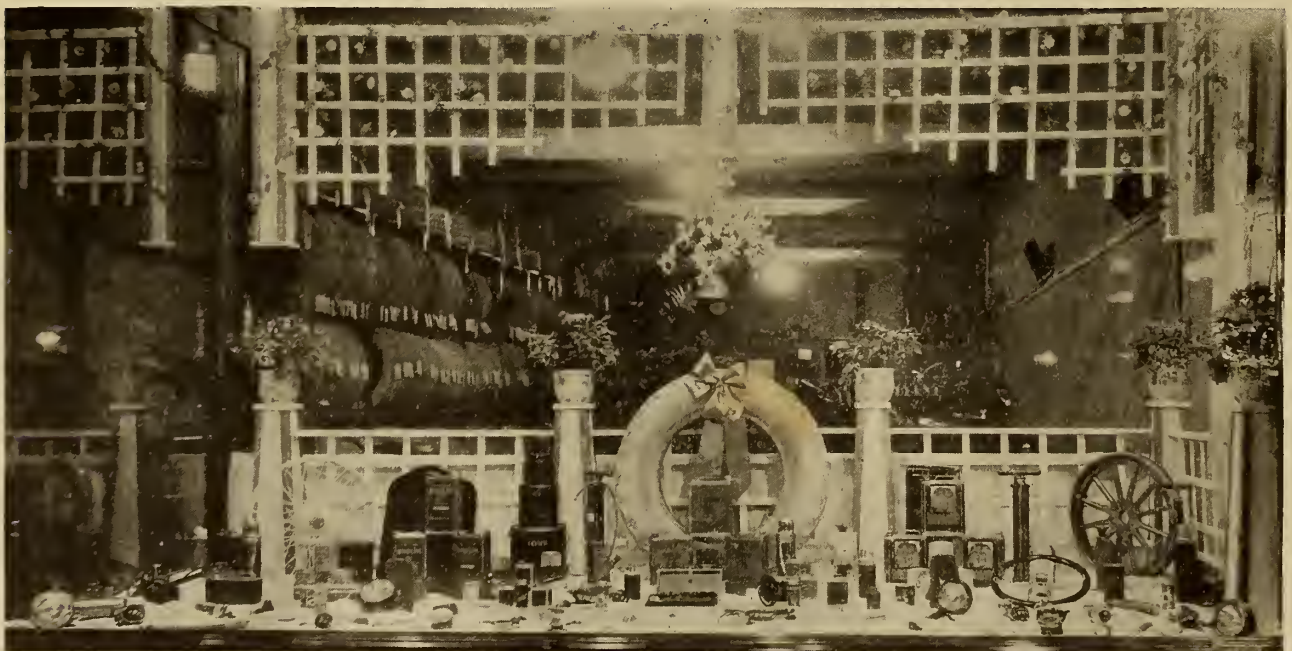
ONE of the prominent features of the educational program arranged for the meeting of the Advertising Club of New York City, held at the Advertising Club's headquarters on the night of January 20, was the talk on the modern window display by L. E. Weisberger, display manager for Lord & Taylor, New York City. His address follows:

There is nothing that advances the interests of a business house so much as a beautiful window display. Every business man will acknowledge it is a great business stimulator. It should be remembered, however, at the very out-set, that the window which presents the most artistic display, is the one which attracts the most attention. The window that is not artistic fails to do this.

Windows crowded with merchandise are old-fashioned, uninteresting, confusing. They do not "register." They lack individuality. The personality of the store is expressed in the show window,

just as one's personal appearance carries an impression that influences opinion.

Speaking of attractive windows and their creation—the first thing that a wide awake and successful display manager thinks of is the construction of the window itself—the architecture, height, width, depth, etc. The display manager who has windows of modern construction to work with is fortunate. Right now let me mention the Lord & Taylor display windows. The work of the display manager at this store is simplified to a great extent, on account of the wonderful construction of these windows. There are two sets of platforms or show window floors. One set is continually in use in the windows, the duplicate set you will find on tracks under the sidewalk in the basement. When a change of window displays is made, these duplicate platforms are trimmed—the complete display arranged. The display that is coming out is then lowered to the basement from the street level



DISPLAY BY H. T. COLLINS FOR P. W. DEVENDORF CORPORATION, WATERTOWN, NEW YORK.



PLATE No. 1069. DISPLAY BY MILTON HARTMANN FOR BRAGER'S, BALTIMORE, MARYLAND.

Here is a very attractive display of nationally known brand of coffee that resulted in a great volume of sales for the grocery department of the Brager store. A great white drape formed the background, the center of which presented a panel painting featuring the

particular brand of coffee offered at a special sale. The floor was covered with coffee beans and occasionally were placed cups filled with coffee. A card placed in the center called attention to the special price placed on the particular brand of coffee.

on to a truck, which in turn is wheeled out of the way by means of a track. The new display platform is then put in place of the old one and sent up to the street level. The windows operate similar to an elevator, running very smoothly so as not to disarrange the display in the least.

Another feature of the windows is "The Night Case." This is a display window which comes up from the basement each night at the hour of closing to fill the Front Door vestibule space. It is a wonderful idea and attracts a great deal of attention and comment, to say nothing of the advertising value the operation of this window means to the store.

The work of a display manager is interesting in the extreme. Personally, I do not consider it work—it is a privilege and a pleasure to plan and create an artistic window. I am often like the kiddies at Christmas time—they can't wait until Santa comes. Often I can't wait to see the result of some thought or idea that I am working out in a window.

The display manager is coming into his own. This is recognized by all the big houses and the business of the window display has created a profession which makes the window dresser one of the most important men in any retail organization.

Art in window dressing is making itself felt. In the last few months more discussion of window treatment has been current than in the preceeding few years. The close of the war has much to do with this for we have renewed our interests in things more beautiful. Can you remember at any time when the merchandise we display was more extravagantly beautiful in color, design, etc?

It seems fitting here to say, while speaking of merchandise for display purpose, that one of the best friends or worst enemies in connection with his work a display man can have is the department head or buyer. I have found in every instance that co-operation with the buyer in regard to obtaining the required merchandise for an artistic window is a good rule to follow. Particularly is this true when something unusual is required for your display. The buyer knows the market. He knows what is offered, he knows what can be had. I credit much of the success of any color scheme, or showing of beautiful merchandise to the co-operation and kindly help and assistance of the buyer.

It always amuses me when people ask, where do you get your ideas? Because that is the easiest part of the work. There are ideas everywhere, you have but to see them—they can be modified or enlarged as you see fit—according to your need. A wide awake display man, one who is interested in his work sees and finds ideas everywhere. He finds them at the theatre, in a church or in the movies. I even got a good idea at a funeral once. And color is an endless subject. Color as applied to window decoration is the main thing. Color will either make or mar your window. It is the first thing I think of in planning a window, and right here is where the lighting comes in. We use colored lights to an extent but care must be exercised in their use for it is easy to destroy the beauty of a window with colored lights. The wrong color when directed on a piece of merchandise changes the original color absolutely. Direct a red light on red and you get orange—direct a violet light on the



DISPLAY BY L. C. KIMBALL FOR KIMBALL & RICHARDS, SALT LAKE CITY, UTAH.

same red and you intensify the red, making it more beautiful and increasing the color value.

Often I am asked how the art of window dressing can be acquired. I mean can one go to school or is there another way? The very first requirement is a sense of the artistic. You must feel that you are capable of recognizing the beauty of an object, the lines, the color, etc. You must be able to create, not copy the other fellow. Have the nerve, so to speak, to do things differently, be individual. Then too, a display manager of experience is not sufficient. He must be a student, an explorer in the realm of color and composition, see in the museum inspiration, a gold mine of suggestion on a sound art basis.

One often hears—do expensive and elaborate window displays pay? Or what value is placed on a good merchandise window artistically arranged, compared with newspaper advertising? Ask the buyer, which he would rather have, a window or a newspaper advertisement. Nine times out of ten he will take the window—why?—because the article or merchandise is placed before the public. They can see it, where the newspaper advertisement only tells about it.

Putting a window over is a great satisfaction to the display man, and if the public gets his idea, gets the meaning he is trying to convey, the display man is fortunate. I remember a window I had, not long ago. It came out fine to my mind, but I wondered if the public could get the impression I wished to convey. The criticism given below—more than satisfied me—and made me very happy. For my idea was conveyed to the person who in turn wrote me as follows:

"A sonnet in color-beautiful in its simplicity is my impression of the window I paused to admire last night. There is a deep solemnity and simple beauty of the color scheme that is reminiscent of the deep dirges of an organ yielding to the loving fingers of an artist."

The sum and substance—or general outline of a successful display man's work—is the artistic combined with practical common sense. One great fault with a display man is, he thinks he knows it all. He does not. He needs help and suggestions like any other human being.

Artistic temperament. The successful window display artist must have it—but again let us realize the importance of connecting with this artistic temperament co-operation and common sense.



The Kind of Men We Train

Thousands of successful Koester Graduates are the very best evidence of what Koester School Training means to you. Here are a few examples of success attained by Koester Graduates:

Mr. T. Guy Duey, President Grand Rapids Display Men's Local, and Vice President of National Association of Display Men. For many years winner of a large number of prizes for best windows in all contests entered. Contributor of editorial articles to Merchants Record and Show Window and Dry Goods Reporter.

Mr. C. J. Potter, for many years President of National Association of Display Men, and Manager and Editor of Window Display Section of The Drygoodsman, of St. Louis. Chairman of National Committee in Window Displays.

H. A. Fowler, with Martin Dry Goods Company of Sioux City, Iowa, and formerly Display Manager for the Great L. S. Donaldson Co., Glass Block Store, of Minneapolis, Minn.

Mr. W. K. Best, Marietta, Ohio. For many years winner of many prizes at window display conventions and in national advertising contests.

Mr. G. A. Smith, formerly instructor of window display in Economist Training School of New York. Now in charge of window display advertising for the largest manufacturer of rubber goods in America.

Irving Schwartz, head of the Display Department for R. H. Macy & Company, New York City.

H. C. Macdonald, with Murray Kay Company, Ltd., Toronto, Canada, and first president of the Canadian Association of Window Display Men.

J. Allyn Dean, Display Manager for the Crescent Department Store of Spokane, Washington.

H. S. Seidenbecker, with Bannon's Department Store, St. Paul, and for fifteen years with Hillman's State Street Department Store, Chicago.

H. B. Minnick, with Anderson Bros. Clothing Store on Michigan Blvd., Chicago, one of the foremost clothing stores in America.

R. F. Whitnah, winner of the 1919 sweepstakes prize given by The Merchants Record and Show Window and winner of the second greatest amount of points in 1919 Window Contest of the International Association of Display Men.

Mr. Carl W. Ahlroth, of Columbus, Ohio. Probably winner of more prizes for best window displays than any other display man in the country. Invited by National Association of Retail Clothiers to demonstrate before four national conventions.

15 Years of Teaching

Fifteen years of successful teaching has built up an equipment and experience that give you many advantages over students of only a few years ago. You get nearly 50% more instruction in the same period through more efficient equipment, more space and greater experience of our teachers.

Window Trimming and Card Writing Field Not Overcrowded

There are, according to reliable statistics, one million retail merchants in the United States. The Koester and Economist Schools, in the past fifteen years, have graduated about 9,000 young men in window display and allied subjects. All other similar schools combined may have graduated approximately a thousand. Granting the foregoing to be a conservative estimate, and allowing one window

trimmer for each retail store, the supply is equal to one per cent of the demand. The fact that there are some window trimmers who are not graduates of any school does not materially change our estimate because many of the larger retail stores employ from three to ten men, and even a greater number at times, in their window trimming department.

GET FURTHER INFORMATION. A careful reading of our very interesting and helpful school catalogues and literature will show you how you can become an expert in your work in from four to eight weeks. Every young man or woman in a retail store who is ambitious for greater and more certain success should read this book. Simply fill out the coupon and mail it today.

THE KOESTER SCHOOL

with which is consolidated the ECONOMIST TRAINING SCHOOL of New York

314 S. Franklin Street, Chicago, Ill.

INSTRUCTION DEPARTMENT of The Dry Goods Reporter, Chicago, Dry Goods Economist, N. Y., The Dry Goodsman, St. Louis, and Pacific Coast Merchant, San Francisco.

THE KOESTER SCHOOL,
314 South Franklin Street, Chicago.
Please send me your School Literature—Free.

Name
Address
Town
State

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of Display Men

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Register Co., Dayton, Ohio.

Second Vice President

BERT CULTUS, Rhodes Bros.,
Tacoma, Wash.

Third Vice President

JAMES R. TREWHELLA, Best &
Co., New York City.

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Rochester, N. Y.

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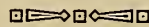
Educational Committee

A. E. HURST, Chairman, 231 W.
39th St., New York City.

Membership Committee

SAMUEL R. WEISS, Chairman,
Chicago, Illinois.

Great Space for Convention



THE Arcadia Auditorium will house the 23rd Annual Convention and Exposition of the International Association of Display Men to be held at Detroit, July 12 to 15, inclusive.

This is the latest word from Charles F. Wendel, chairman of the I. A. D. M. Program Committee, who, with the members of his special committee, is hard at work on plans which the Detroit men promise will result in the 1920 convention being acclaimed the greatest in the history of the Association's annual meetings. The great floor space of the Auditorium dance hall, more than 28,000 square feet, has been rented for the exhibition of the manufacturers' and dealers' products, and without question will provide the greatest advantages to the

men and firms whose co-operation has always played such a prominent part in the success of I. A. D. M. conventions.

It was planned to hold the convention in the Hotel Statler, but owing to conditions which made it quite impossible to secure booth space and ample sample rooms, together with the early indications on the part of the manufacturers and dealers to be present in great numbers at the Detroit meeting, this original plan had to be abandoned in order to meet the general conditions. A number of manufacturers and dealers not having previously been represented in I. A. D. M. convention expositions have notified Mr. Wendel of their plans to exhibit in Detroit, and since practically all of the regulars



THE CASINO, ONE OF THE ATTRACTIONS AT BELLE ISLE, DETROIT, MICHIGAN.



Three of Our Latest Models

And we have a number of others. This season's demand for wax, will be the greatest on record.

Women's garments have never been more varied, more attractive, than they are at the present time—and they are going to be still more stunning. Hence the reason why you should have the best of wax figures to show off the fashions to the best advantage.

Call at our salesroom when you call to New York and inspect our interior "show window." You'll be delighted with our display of wax figures perfectly dressed gowns.

PALMENBERG
Est. 1852

NORWICH
Est. 1878

KINDLIMANN
Est. 1882

J. R. PALMENBERG'S SONS, Inc.

63 and 65 West 36th Street, New York

BOSTON
26 Kingston St.

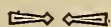
CHICAGO
204 W. Jackson Blvd.

BALTIMORE
108 W. Baltimore St.

will again be present with their products, it is safe to predict a record breaking exhibit of store equipment, window fixtures, decoratives and general display materials. Display men are promised comfortable quarters at the Hotel Statler and other leading hotels, but the managements request that room reservations be made at the earliest convenience.

It is generally known by all that all big cities are experiencing difficulties arising from inadequate housing conditions, and the Detroit committee feels elated over its success in having been assured first class accommodations for all display men, manufacturers and dealers attending the big meeting in July.

Demonstration features and rules and conditions to govern the Convention Demonstration Competition will be prepared for publication in the April MERCHANTS RECORD AND SHOW WINDOW. L. A., the versatile correspondent, adds—"From now on, talk Detroit and the I. A. D. M. Convention."



Make Hotel Reservations Now

THE Program Committee of the I. A. D. M. announces that owing to the great number of early requests for exhibit space at the 23rd Annual Convention of the I. A. D. M. to be held in Detroit, July 12 to 15, a number of which applications have come from manufacturers and dealers who have never before exhibited at I. A. D. M. meetings, it has been necessary to secure larger quarters than those guaranteed by any of the Detroit hotels. Accordingly, arrangements have been made and contract closed for the use of the "Arcadia," the largest and most beautiful auditorium in this section of the country.

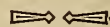
The "Arcadia" is conveniently located but a short distance from all the leading hotels and can readily accommodate 100 exhibits. In connection are rest rooms, check rooms, space for photograph exhibits, and a great amphitheatre where convention meetings and demonstrations will be held. The seats are arranged in theatre fashion, thus affording unobstructed view of every section of the stage.

The Detroit committee has worked diligently to secure this location and feels that the advantages afforded are 100 per cent better than those at the disposal of any hotel. The blue prints of exposition space will be directed to manufacturers and dealers on March 15 and it is anticipated that all available space will be quickly subscribed, and it is especially urged that immediate action be taken by those contemplating exhibiting once the blue-prints are received.

No less imperative is the immediate reservation

of hotel rooms by display men planning on being present at the big convention, and it is urged that there be no delay in this regard. Make your reservations NOW.

L. A. ROGERS,
Treasurer, I. A. D. M.



"You Must Progress to Produce"

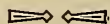
IT IS a proven fact that in order to produce you must by all means progress. In order to progress you must gain knowledge, not alone in your chosen line, but in lines closely associated. This alone is the secret for broadening your ability as an executive, and as a leader in business and social life.

Now, Mr. Display Man, are you taking advantage of every opportunity to develop your faculties, by study of the works of the leading display artists, and all of the many phases of business with which you constantly come in contact, as a display man or manager? I know of no one man in a first class retail establishment who comes in contact with more departments, with an opportunity to thoroughly study same, than the real live Display Manager.

The International Association of Display Men is a wonderful stepping stone of progress in the display field, and especially so for those members who are enthusiastic enough to attend and share in the benefits of its great educational connections. The 23rd Annual Convention will be held in Detroit July 12th to 15th, inclusive, and arrangements are rounding out at this early date so as we can safely state that this will prove the greatest educational and inspirational gathering ever held.

So if you are honestly looking for opportunities to progress, you will decide now to be on hand July 12th in Detroit.

T. GUY DUEY,
Secretary, I. A. D. M.



THE I. A. D. M. Program Committee has provided for a special room at the Arcadia, Detroit Convention Headquarters, in which will be on display all of the photographs entered in the I. A. D. M. 1920 contest.



"A NITE in Bohemia," a novelty dance conducted by the Display Men's Association of Hutchinson, Kansas, and held on the night of February 5, was an elaborate event and proved one of the social successes of the winter season. The craft and decorative skill of every display man in Hutchinson was united with the efforts of a wealth of talent in making the novelty dance one to be long remembered.

Six Best Sellers from the Rolla Mount Studios



No. 240. Waist Form.

Here is a real chance to save money and make a big success of your spring displays.

You can buy the most attractive display devices on the market at last year's prices.

These clever poster fixtures will draw more attention to your windows, show your goods in a snappier way and pull more business than any other fixture on the market, yet they cost but a fraction of the price you would have to pay for wood or metal fixtures.

All of these fixtures are cut from heavy water color paper and exquisitely colored in rich poster style. Their pleasing design and dainty air brush coloring make them wonderfully effective. They are equally good for show window or for counters or ledges. Easily cleaned with art gum.

Order from this page today—Immediate Delivery.

No. 240. Woman's Waist Form.—For showing waists, sweaters, lingerie, dresses, coats, furs, etc. Daintily tinted by hand in rich, natural tints. Six attractive faces that show off merchandise wonderfully well. Blonde, brunette or red hair. Wood base and standard. This is an exceptionally good feature. Each.....\$2.00



No. 524. Baby Stand.—For showing all kinds of apparel for babies and small children. Attractive child's head on wood standard with substantial wood base. Beautifully colored; 30 in. high. Each\$2.00



No. 1000. Flower Vase.—A snappy decoration for window or ledge. Finished in any two colors. Wood base and standard with flower holder at back. Height 24 in. Inexpensive and effective. Specify colors. Each\$2.00



No. 527. Milady "T" Stand.—For showing any kind of small merchandise usually displayed on a "T" stand. Especially appropriate for neckwear, veils, chains, strings of beads, etc. Exquisitely colored in harmonizing tints. Height 25 in., width 16 in. Each.....\$2.00



No. 1010. Shoe Stand.—An unusually practical and useful stand for showing shoes of any kind. Can be tinted in any tone to match color scheme of window. Displays two pairs of shoes. Each\$1.00



No. 229. Millinery Stand.—This is one of six different designs all of which are remarkably chic and attractive. Wood base and standard. Height 30 in. Each\$2.00 Set of 6 all different\$11.00

Check Must Accompany Order to Secure These Low Prices

Special Designs.—We are prepared to supply any kind of cut-out window display to order. Tell us what you want and we will supply sketches or samples. Designs for national advertisers our specialty.

Send Us Your Order Today for
Immediate Delivery

Rolla Mount Studios
104 W. Monroe St., Chicago.

Poster Backgrounds.—Our poster backgrounds and window settings offer more for the money than any other form of window decoration. We have designs for every occasion and of all sizes. Send for circular.

I. A. D. M. Contest Rules

DISPLAY men contemplating entrance in the Annual Contest of the International Association of Display Men for the year 1920 will find few changes in the general rules governing this great competition. The conditions printed here should be read carefully and in entering photographs contestants should rigidly observe the rules in order that prizes may be awarded on merit rather than through default or careless regard for the rules.

Perhaps one of the most important changes made relates to the character of the prints entered. All prints should be in black and white only. No brown, gray or other tones will be accepted. The classes for hand colored photographs are also entirely eliminated, making it strictly black and white.

No photographs larger than 10x12 will be accepted. All photographs must be at least 5x7, but the larger size is preferred.

Fictitious names or nom-de-plume will again be eliminated. Contestants need only enclose their names and addresses in the package and the Secretary will make the necessary records so that the judges will not know the identity of the contestants.

Contestants should forward their entries in ample time so that they will reach the Secretary at Detroit not later than July 1, 1920. Delays in mail and express should be anticipated and plenty of time for these delays should be allowed. Do not forward any entries to the Secretary's office at Grand Rapids, nor to any other address except Detroit.

Following are the rules governing the contest:

RULE 1—All members in good standing are eligible to enter photographs, sketches, drawings, show cards, etc., in open classes.

RULE 2—Members in good standing who have not won more than two first prizes in previous contests of this Association are eligible to enter photographs, sketches and drawings in the limit classes.

RULE 3—A committee of twelve judges shall be appointed by the President to judge the classes, as follows:

Three judges to judge Classes Nos. 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 32 and 40.

Three judges to judge Classes Nos. 13, 14, 15, 16, 17, 18, 19, 20, 23, 31 and 41.

Three judges to judge Classes Nos. 21, 22, 24, 25, 26, 27, 28, 29, 30, 33, 34, 35, 36, 37, 38, 39 and 42.

The above nine judges to judge Class 43, known as the Sweepstakes Class.

Three judges to judge the show cards.

RULE 4—All competing matter must be work that has been executed between the 22nd and 23rd Annual Conventions of this Association.

RULE 5—All awards to be made by comparison.

RULE 6—Show cards and price tickets must be work that has been used in window or interior displays (except air brush designs, Class No. 46) and must be the work of the member entering it.

RULE 7—The judges shall reserve the right to reconsider their verdict should the occasion warrant the same.

RULE 8—A photograph shall be entered in only one class. The same photographs cannot be entered in two classes, nor can it be entered in both the open and the limit classes. A single photograph may be entered in any one class and a duplicate print may also be one of the collection in the Sweepstakes Class.

RULE 9—All photographs entered shall be in black and white only.

RULE 10—All photographs, sketches, drawings and cards shall be distinctly marked with the number and class in which they are entered, for example "Class 10—Open," "Class 16—Limit."

RULE 11—All signs or marks of identification on matter entered shall be erased or covered over. Otherwise it will be disqualified.

RULE 12—The name and address of the contestant shall accompany the package for identification by the Secretary, who will number and keep a record of each article entered.

RULE 13—Contest closes Saturday, July 10, and all matter should be in the hands of the Secretary at Detroit, previous to that time, to evade disappointment. Send packages by parcel post or express, prepaid.

RULE 14—All matter entered in this contest shall become the property of the Association to be used for educational purposes. Duplicates not winning prizes to be returned to owners.

RULE 15—In case of a tie in points in either of the Grand Prizes, the Executive Committee shall review the entries of the contestants affected by the tie and decide the winner.

RULE 16—No photograph or drawings will be accepted larger than 10x12. Mount photographs lightly at the corners only. Inexpensive mounts are preferred, as these will be destroyed and the photographs remounted in portfolios for preservation and educational purposes.

RULE 17—The title of Champion shall be conferred upon any member winning three hundred points, or more, in at least two or more annual contests of this Association. A suitably inscribed gold metal shall be awarded to all such members.

The Classes and Prizes

CLASS 1—For photograph of best window display of women's wear (cloaks, suits, dresses, wraps, waists, skirts, etc.).

CLASS 2—For the best window display of piece goods (silks, dress goods, wash goods, etc.).

CLASS 3—For photographs of best window display of millinery.

CLASS 4—For photograph of best window display of furs.

CLASS 5—For photograph of best window display of linens.

CLASS 6—For photograph of best window display of infants' wear.

CLASS 7—For photograph of best window display of lingerie or muslin underwear.

CLASS 8—For photograph of best window display of corsets.

Snappy Men's Wear Displays

These Fixtures Will Put Pep in Your Windows



No. 530. Cravat Head.—Rich and colorful. Slot cut to knot cravat in. Shirt colored pink, blue or yellow. Heads made in rights and lefts. Very striking for neckwear displays or clothing trims. Height 18 in., wood base. Each\$1.50

Check must accompany order to secure these rock bottom prices.

Take Advantage of this Big Opportunity

These effective and original fixtures are being used by the leading men's wear stores of Chicago. They are sawed from heavy wallboard and beautifully finished by air brush in rich poster colorings. Equally good for window or interior display.

ORDER NOW

At Last Year's Prices

We are offering these clever designs at last year's low prices for cash. Send your order in now and save 25%.

Original—Inexpensive—Efficient.

IMMEDIATE DELIVERY

Rolla Mount Studios

104 W. MONROE ST., CHICAGO



No. 500. Shirt Form.—Head and collar (in one piece) swing aside to allow placing of shirt and tie. Form can be dressed very quickly and shows shirt and tie perfectly. Height 32 in. (life size). Six different faces. Each\$ 2.00
For set of 6 different faces..... 11.00

Feldman's Humanized Wax Figures Will Put Life in Your Show Window



This is one of our big collection of beautiful wax characters. Every Feldman Figure represents the highest expression of the wax sculptor's art.

FELDMAN FIXTURE CO.,

Feldman Wax Figures are in a class by themselves. Every figure has beauty, charm, grace and individuality.

The skillful care in the modeling of every feature and facial line and the artistic workmanship given to the finish, develop in these figures a charm of expression that lifts them out of the common run of wax figures.

These are the aristocrats of the wax figure world. They will give character and class to your merchandise.

Send for Our Catalog

We will be glad to mail you our complete catalog illustrating our full line of wax figures, papier maché forms and all kinds of display fixtures in metal and wood.

We are also manufacturers of valances, artificial flowers and original novelties.

22-26 W. 30th St., New York

CLASS 9—For photograph of best window display of handkerchiefs.

CLASS 10—For photograph of best window display of ribbons.

CLASS 11—For photograph of best window display of women's neckwear.

CLASS 12—For photograph of best window display of notions.

CLASS 13—For photograph of best window display of toys.

CLASS 14—For photograph of best window display of knit underwear or hosiery (men's, women's or children's).

CLASS 15—For photograph of best window display of men's clothing.

CLASS 16—For photograph of best window display of boy's clothing.

CLASS 17—For photograph of best window display of hats or caps.

CLASS 18—For photograph of best window display of shirts.

CLASS 19—For photograph of best window display of furnishing goods.

CLASS 20—For photograph of best drape. (This class is to bring out new drapes, on forms, figures, fixtures, or any new ideas or propositions. These are to be photographed separately from the window displays and not to be confused with Class No. 2 of this contest.)

CLASS 21—For photograph of best window display of books, stationery, sheet music, pictures, etc.

CLASS 22—For photograph of best window display of jewelry, cut glass, china, art ware, etc.

CLASS 23—For photograph of best window display of sporting goods.

CLASS 24—For photograph of best window display of hardware, gas or electrical fixtures, woodenware, house furnishings, etc.

CLASS 25—For photograph of best window display of musical instruments and accessories.

CLASS 26—For photograph of best window display of carpets, rugs, draperies, curtains, etc.

CLASS 27—For photograph of best window display of furniture.

CLASS 28—For photograph of best window display of drugs, druggists' sundries, toilet goods, patent medicines, cigars, tobaccos, etc.

CLASS 29—For photograph of best window display of groceries, provisions, confectionery, etc.

CLASS 30—For photograph of best window display of luggage, leather goods, etc.

CLASS 31—For photograph of best tableau or patriotic display. (There are many special displays arranged to co-operate and give publicity to some national campaign, civic or charity function, memorial displays, etc. These are valuable and the Association encourages them.)

CLASS 32—For photograph of best window display of women's shoes.

CLASS 33—For photograph of best window display of men's shoes.

CLASS 34—For photograph of best booth or interior decoration of store or public building.

CLASS 35—For photograph of best decorated float or automobile.

CLASS 36—For photograph, pen and ink drawing or water color sketch of best post, table or ledge display.

CLASS 37—For best pen and ink, pastel or water color sketch, offering a suggestion for a window background. (Award to be made on execution.)

CLASS 38—For best suggestion for a window display, to be worked out in pen and ink, pastel or water color sketch. (Award to be made on originality and practical ideas ad-

vanced. This class is to draw out the new ideas in arrangement of merchandise, or suggestion for method or idea of connecting up window displays with advertisements, songs, or pictures.)

CLASS 39—For best drawing or sketch offering a suggestion for a float.

Prizes in Open Classes

First Prize in each of the above classes is a silver medal and 15 points on Grand Prize.

Second Prize in each of above classes is a bronze medal and 10 points.

Third Prize in each of above classes is a ribbon and 5 points.

Limit classes to be in duplicate of first 34 classes.

Prizes in Limit Classes

First Prize in limit class is a blue ribbon and 10 points.

Second Prize in limit class is a red ribbon and 5 points.

Third Prize in limit class is a green ribbon and 3 points.

CLASS 40—SWEEPSTAKES CLASS—For the best collection of twelve photographs of window displays of any kind of merchandise. (This class is intended to get the best average of a display man's ability.) It is urged that contestant show as many different lines as possible.

First Prize, a silver loving cup and 35 points.

Second Prize, a silver medal and 25 points.

Third Prize, a bronze medal and 15 points.

Honorable Mention—Each member awarded an honorable mention shall be awarded a ribbon and 5 points.

Card Classes

CLASS 41—For best five pen lettered cards. None to exceed a half sheet in size. Any color, any style of lettering, any kind of pen may be used. All work to be executed with a pen of some kind.

CLASS 42—For best five brush lettered cards. None to exceed a half sheet in size. Any color, any style of lettering. But all must be executed with a hair brush and no air brush may be used in this class.

CLASS 43—For the best five air brush designs, suitable for show cards and price tickets. Any size or color. It is not required that these cards be lettered, as award will be made on the air brush execution and design.

First Prize in each of the above three classes to be a silver medal and 15 points.

Second Prize in above three classes to be a bronze medal and 10 points.

Third Prize in above three classes to be a ribbon and 5 points.

CLASS 44—For the best collection of ten show cards, any size, any shape, any color, any material or combination may be used. Lettering may be done with any kind of a brush or pen, or combination.

First Prize, a silver loving cup and 25 points.

Second Prize, a silver medal and 15 points.

Third Prize, a bronze medal and 10 points.

Honorable Mention—For each honorable mention a ribbon and 5 points shall be awarded.

GRAND PRIZE—A beautiful silver loving cup will be awarded to the member winning the greatest number of points in this contest.

CAPITAL GRAND PRIZE—A magnificent sterling silver loving cup will be awarded to the branch association whose members collectively win the greatest number of points in the contest. Cup to remain the property of the Association winning it any three times. The Association winning the cup to have the name and year only engraved upon the cup, and to have the custody of it until the next regular convention or forfeit \$200, the value thereof.

*Once you use my goods you
will be a permanent customer*

My files show that Card Writers and Sign Painters who try my Brushes and Supplies invariably become regular users. This fact in itself proves that

"Perfect Stroke"

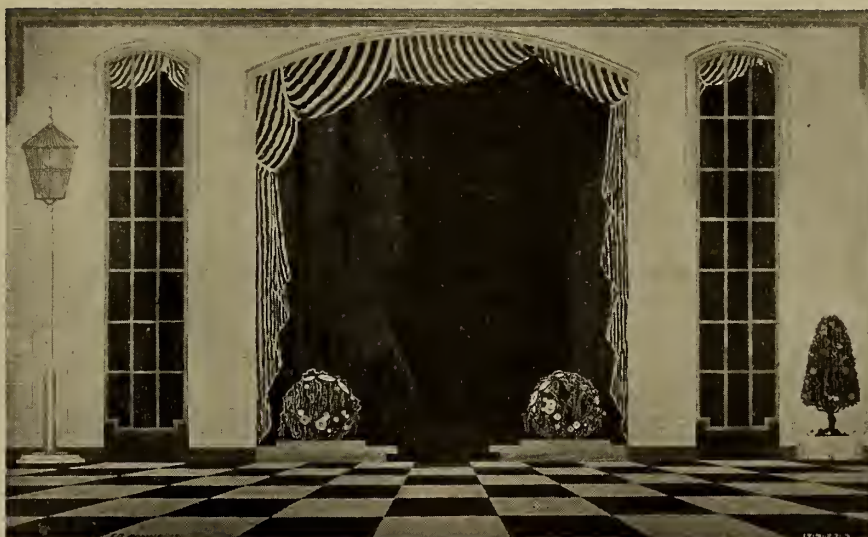
BRUSHES AND SUPPLIES

are GOOD. They are designed and made to produce the BEST results with less effort and in shorter time. What they have done for thousands of other Card Writers and Sign Painters over the country they can do for you.

Send For My Catalog TODAY

BERT L. DAILY

Entire Fourth Floor Dayton, Ohio 126-130 E. Third St.



Catalog B. Plate No. 10.

This Decorative Setting is carefully designed so that it may be carried out in two ways. First suggestion is to paint the entire effect as a drop, on heavy muslin. You can then mount same to frame in your show window with good results. Or we can make up in sections the walls, windows and arch of wall board and make landscape separate to hang back of openings. Floor covering can be furnished to match. Entire design painted on muslin as shown above, 70 cents per square foot. Carried out with wall board, wood and canvas, \$1.25 per square foot.

DO NOT FAIL TO VISIT
OUR SHOW ROOMS AND
STUDIO WHEN IN
CHICAGO

To get to our studios, take
Larrabee St. car, on Dear-
born St. (downtown); go
north, get off at Division
St., and walk 1 block west
to Chatham Court.

*Write us for catalog containing quite
a number of above interesting subjects*

THE BODINE-SPANJER COMPANY

*Designers and Manufacturers of Decorative Backgrounds
for Show Windows*

1160 Chatham Court

Phone Diversey 2585

Chicago

1921 Convention Campaign Officially Opens

ST. PAUL wants the 1921 Convention of the International Association of Display Men, and when we say that we mean the Twin Cities. We feel that this section is entitled to it at this time for very good reasons, both in regards to location and as a business proposition.

The advantages we have to offer are so numerous that space forbids mentioning only a few, namely,—the location is almost central to the largest number in the profession of display work. Again, Minnesota is the ideal vacation state, the state of ten thousand lakes, the bread and butter state of the union. It is the Creator's masterpiece, as can be testified to by thousands of tourists that have traveled the world over.

From a business point of view, the International Association of Display Men will gain both in prestige and membership by meeting here where the east and west will both be benefited. The east by partaking of our hospitality and seeing the progress that we have made in a commercial and industrial way. We shall gain by having you men of longer experience with us and partaking of your knowledge and the demonstrations which have been such an important factor in the development of this great profession.

The Associated Display Men of St. Paul and the Display Men of Minneapolis have joined hands in this invitation and believe that in the great stores of St. Paul and Minneapolis the visiting display men will be both surprised and benefited. Our hotel accommodations are more than adequate and reasonable in rates. We have an option now on the St. Paul Auditorium through the courtesy of the St. Paul Association of Public and Civic Affairs. This magnificent building is now of national reputation and it would be useless to go into detail at this time. Suffice it to say, however, that it has a seating capacity of 3,500 and can be so arranged to seat 10,000 and also take care of every exhibitor.

The space for exhibits is admirable and no crowding of displays will be necessary as the space is so arranged that it lends itself particularly well to decorative effect. In fact, this building was planned to hold just such conventions, and many associations can testify who have held their conventions here. We firmly believe that the exhibitor at this convention, if held here, will attain greater results than ever before, both from their old customers, who are numerous here, and the new accounts they will get on their books.

B. J. MILLWARD,
Chairman of St. Paul Convention Committee.

St. Paul as a Convention City

J. HENRY TODD, General Superintendent of The Golden Rule Company, St. Paul, Minn., is one of the hundreds of influential business executives that have promised their aid in securing for the city of St. Paul the 1921 Convention of the International Association of Display Men, and in the letter reproduced here Mr. Todd advances many arguments in favor of St. Paul as a logical meeting place of the great body of display men. The letter:

As a business executive who thinks that he has got more than a bird's eye view of the concrete industrial and scenic force and beauty which unfolds itself, not only to the native son, but always as a pleasant surprise to the stranger within our gate, might I point out to the International Association of Display Men this gateway city, easily reached by its hub-like railway center and headquarters. Also by using the much enjoyed Father of Waters, the Mississippi River, which enables the intending visitor to St. Paul from New Orleans, or any of the between places of interest, while taking the romantic water trip which Mark Twain immortalized, enjoy the sensations and thrills of our boy or girlhood days in this long or short river trip, as the case might be. This city of St. Paul offers many unique, enjoyable vacational features as well as the ability to take care of any sized con-

vention, and as I understand, this convention will take place about the time of year when most people take their vacations. The suggestion of the pleasure and business combination at this time should take root. Suggesting, as I am, your making St. Paul your choice for your convention, let us run, in a rather racey way, through the pros and cons of what we can offer as an inducement to bring your very important convention to our city. I would say the best hotel accommodations west of Chicago are offered; there need be no fear of this lack as our twin city, Minneapolis, would take care of any overflow. Then we boast, and justly so, of the largest Auditorium that has the national reputation of seating ten thousand people, so that each person can hear every word spoken from the platform. This selfsame Auditorium, by the way, is located right in the shopping, hotel and railway depot districts.

Then think of a convention city that offers several beautiful, large lakes right in the center of the city where bathing and boating can be freely indulged in. The White Bear Lake is only a few miles away with its large shore line. Wherever you turn these beautiful, clear, cool, crystal sheets of water with their scenic wooded shores spring up as surprises to the visitors. These beautiful features are right in our midst, not one hundred miles away from your hotel.

If you take a notion to come by the Great Lakes

BRADFORD-CHICAGO

Bradlite

DAYLIGHT LAMP
SHOWS COLORS IN THEIR
TRUE VALUES

Gives you Daylight on your Counters



FREE TRIAL OFFER

To responsible merchants we will send one unit with the privilege of return if for *any reason* it does not meet with your approval.

If it doesn't do all we claim, send it back

Complete unit, 22 inches high, ready to install, with silk cord and standard plug, \$12.00 each, f. o. b. Chicago. Canada, \$15.00.

I. L. BRADFORD & COMPANY
STORE DISPLAY FIXTURES—SEND FOR LATEST CATALOG
178 W. Jackson Blvd. Room 818, Medinah Bldg., Chicago

BRADFORD-CHICAGO



Our prices are 25 to 30% lower than competitors for Best Grade Merchandise.

Immediate Delivery of

Spring Decoratives

Large stock always on hand

Maidenhair Fern Branch, Nat. Pres. Fireproof, with Snowdrop Flowers, as per illustration, spread 24x40 inches, per 10 Branches.....\$7.50

Ferns can be furnished in Green, or any color desired or a combination of two-tone in each fern.

Maidenhair Fern Sprays, Natural Pres. Fireproof as used in illustrated branch, best, selected sprays, any color, per 100.....\$ 4.50
Per 1,000 40.00

Maidenhair Fern Garland, any color, very effective as a festoon, average spread 15 inches, per 10 yards.....\$3.50; per 100....\$30.00

Asparagus Fern Sprays, Nat. Pres., all tipped and selected, per 100\$5.50

Apple Blossom Branch, with Nat. Pres. Foliage 24x36 with 8 clusters of Apple Blossoms to each branch, per 10.....\$5.00

Apple Blossoms, Single of Fireproof Muslin, per gross.....\$0.65

Beech Branches, Fireproof, the best and selected branches you can possibly obtain, these are not to be compared with the small size sprays you are usually offered, our branches are from 36 to 48 inches in length and 24-inch spread, rich in foliage, a few flowers added to these branches will create a splendid Spring decoration. Beech Branches can be had in Green, Red, Tan, or combination of Pastel shades, per 100.....\$3.50; per 1,000.....\$30.00

These are only a few of our wonderful Spring Decoratives, we will gladly submit free of charge any samples desired.

J. HARTWIG COMPANY

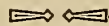
28-32 Pellington Place, Brooklyn, N. Y.

Show Room, 24 West 30th St., New York City

route, Duluth, the great terminal port is only a few hours' ride away. But I am addressing this to a body of men who can only be successful by having their ideas fed with concrete inspirations of their art and craft, and we are blessed in these beautiful sister cities with a fine broad-minded body of men who can show you examples of the finest and highest art of window display work that will repay your visit among us, and by the way, such wide-world industries as our great fur houses, the great stockyards, the great flour mills, the great knitting mills and our fourteen million dollar depot with their well organized publicity and sometimes creditable display departments, await your visit. Our large wholesale district including every known commercial activity will welcome your visit. Your fellow craftsmen on the ground would swell with pride if they had the opportunity to show how well they could put this convention thing over.

Pack your grip and come.

J. HENRY TODD, Gen. Supt.,
The Golden Rule Co.,
St. Paul, Minn.



Toledo Leads in Organizing State Body

THE Toledo Association of Display Men held their first regular meeting of 1920 at the Waldorf Hotel, Toledo, Ohio, Wednesday evening, January 28. A most representative gathering convened, twenty-two members, representing fourteen business firms of Toledo being present. The Toledo local num-

bers thirty active members and those not in attendance at the January meeting were compelled to absent themselves due to illness.

J. H. Coombs, secretary of the Retail Merchants' Board of Toledo, was named as temporary chairman of the meeting and presided during the annual election of officers. The election proved a landslide for the men who directed the affairs of the club during 1919, as they were all re-elected as follows: President, William E. Flint, Jr.; Vice-President, William H. Teal; Secretary, Melvin A. Pease; Treasurer, Melvin J. Rydman; Trustees, Leonard Larson, Irving Crabb and W. R. Howell.

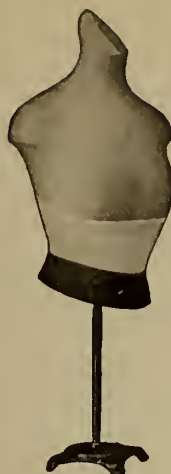
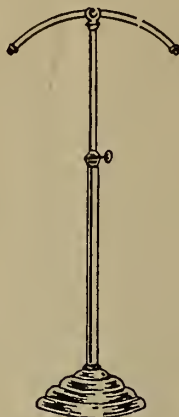
The newly elected officers installed, President Flint appointed the following committees:

Membership Committee: W. R. Howell, Chairman; F Whitney and H. Bodell. Publicity Committee: Wm. H. Teal, Chairman; Irving Crabb and W. E. Flint, Jr. Entertainment Committee: H. L. Emory, Chairman; R. S. Rudia, Don Shasteen, C. B. Hampshire and A. C. Wach.

Following the appointing of committees a snappy session was conducted during which plans for a great Ohio Association were formulated. There was great enthusiasm manifested in the plan to organize a State body and Mr. Coombs offered the



BANQUET OF THE TOLEDO ASSOCIATION OF DISPLAY MEN. NOTE "DETROIT BOOSTER CARDS."



FIXTURES OF EVERY KIND

If you are in want of fixtures of metal, wood or glass, Window Valances, Window Rugs, Forms, Racks, Hangers, etc., let us talk to you about it.

Our Catalog "E" shows the metal line, forms, racks, etc. Catalog "L" shows the line of Period Wood Fixtures. Catalog "G.F." illustrates the glass line.

Write us for leaflet of silk valour window rugs (also sample swatches sent).

We will furnish you samples decorating plushes.

NEW YORK SHOW ROOM:

65-67 East 12th

Between Broadway and 4th Ave.

Visit Our Chicago or New York Show Room

THE HECHT FIXTURE COMPANY

Medinah Building, Wells Street and Jackson Boulevard

CHICAGO

Nature's Decorations Are Best



Wild Smilax

The beautiful, verdant foliage from the woodlands of the Sunny South will give the true touch of Spring to your window and store decorations.

The exquisite green of the dainty smilax—the rich double-tones of the splendid magnolia—the soft, neutral grey of Spanish moss, and the graceful palms and pines—any or all of these will put the spirit of springtime into your windows and store.

Wild Smilax, standard case, 50 lbs.....	\$4.50
Magnolia Foliage, standard case, 50 lbs.....	4.50
Needle Pines, per 100.....	8.00
Palm Leaves, long stems, per 100.....	4.00
Palm Crowns, assorted sizes, per doz.....	2.50
Gray Moss, per bag, 25 lbs.....	2.50
Natural Sheet Moss, per bag, 10 lbs.....	3.00
Fadeless Green Sheet Moss, per bag, 10 lbs.....	4.00

All prices F. O. B. Evergreen, Ala.

Plan to use our greens in your spring windows. You can depend upon them to be freshly gathered and of the highest quality. We guarantee them fully.

Make up your order from this ad.

THE RUMBLEY CO.,

EVERGREEN, ALA.

assistance of all the Secretaries of Retail Boards throughout the State. The State Organization as planned will include display men from every city in the Buckeye state. Letters and literature are to be prepared and directed to all display men.

The Toledo Association is proceeding with arrangements for attendance at the big annual convention of the I. A. D. M., to be held in Detroit next July, and promises 100 per cent representation. Toledo's report to the I. A. D. M. secretary, T. Guy Duey, was presented to the meeting for O. K., and was immediately accepted and sent to the secretary's office in Grand Rapids, Michigan. With the report went the per capita tax for Toledo's thirty members.



Seattle's Progressive Association

HOLDING that any organization desiring to make real progress must plan and work out something unusual in character, and that the successful organization is that which strives to be of particular service and benefit to its members, the Seattle Display Men's Association, Seattle, Washington, has begun the year with a series of live meetings that foretells a year of great success.

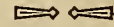
The annual election of officers of this big local association took place on the night of January 26 and resulted in the following selection:

President, Charles T. Boyd; Vice-President, D. D. Starr; Secretary and Treasurer, J. A. Soderberg. Messrs. Boyd and Soderberg were honored with re-election to the offices held by them in 1919. R. P. Groves was chosen chairman of the Entertainment Committee, and C. F. Propst, C. M. Basnett and Joseph Teply were named as chairmen of the Membership, Educational and Publicity Committees, respectively.

On the evening of February 2nd, "Ladies Night" was observed by the Seattle Association and in addition to a most enjoyable program of entertainment features were a number of addresses by members of the organization, R. P. Groves, C. F. Propst, H. L. J. Hipps, H. O. Whitman, H. Hilderbrant, O. E. Doherty and J. A. Soderberg contributing in this connection.

"Managers' Night," February 9, proved one of the most interesting and instructive meetings ever held by the Seattle local, and the program greatly impressed the store executives who were present in great number on the invitation of the display men. President Chas. T. Boyd presided. Store executives to address the meeting included: Nathan Eckstein, president of Schwabacher Bros. & Co.; Frank Radford of Bon Marche; R. E. Morgan of Frederick & Nelson; C. C. Carpenter of MacDougall-Southwick's; W. P. Fisher, Fisher Flouring Mills Company; O. C. Graves of Cheasty's; J. K. Smiley, Rhodes Company, and Bert Landers of Los Angeles.

Others who had prominent part in the program were: Carl Gould, M. C. Collins, O. Bottinger, M. A. Gunst Company; J. W. Malley, Owl Drug Store; David Powell, Augustine & Kyer; H. H. Honing and J. J. Lea, Grote-Rankin Company; C. F. Williams, C. H. Lilly Company; R. Featherstone, Shuarts, and John Mason, Schwabacher Bros. & Company.



Monthly Report of Detroit Club

Feb. 20, 1920.

Dere display fellers:

their was just 2 dozen of the boys sittin around the room in chairs when Charlie Wendel pounded the malet on the marble topt table at Mr. Statler's hotel last Monday nite. Every face wore a smile and that look of contentment that goes with good companionship and makes societies of this kind so good to belong to.

After goin thru the reglar bisness Charlie appointed sum more good live committees to get busy rite away with convention matters and he said to me now don't you tell Mr. Foley yet what's happenin here until we get this thing just perfect. You see this is goin to be a grate big edecational drama and the managers has got to see that the stage settings are perfect with the sceen shifters on the job and know just what to do at the rite time. The acters has to be letter perfect to and know how to act, when to stand and where to sit down, when to talk and most important of all to all pull together to make the visitin display fellers feel just like you were home among friends you like best.

You see from what I am writin that Charlie and the rest of the Detroit bunch don't want you to be disappointed in anything that we do in this berg—cause he wants you all there to enjoy yourself and get back home and say "of all the conventions I ever saw that there one in Detroit was the pippin of them all."

At the meetin Mr. Wright gave a demonstration on backgrounds and color harmony. He does his own stuff and does it "Wright." Ain't that a slicker? does it Wright. All us fellers admitted that he was good.

Here's a little inside dope about the manufacturers and dealers. we've had so many inquiries from manufacturers who have never exhibited at any of the I. A. D. M. conventions before and who want to be with us this July that we are beginnin to worry on where to put 'em so we're nosin around for a bigger place and if we get the one I'm thinkin about it'll be the biggest and prettiest floor space that ever held the convention. So now fellers I've let you in on a secret but don't tell Charlie I told you cause he's lible to give me h—l but I took a chanct anyway and if he don't find out I told you I'll tell you a hole lot more next time.

Yours truely, L. A.

Make Your Displays

Attractive

with

SUPERIOR

FIXTURES



New Fixtures for Easter

New fixtures—especially the new designs out this year—will be an important factor in making your Easter Displays breathe an atmosphere of newness and beauty.

Our new fixtures in wood are taken from the best of the classic period and cannot be excelled in design and in beauty. They come in many new finishes and colorings.

Be sure to see them when in the market.

Wax Figures—Papier Mache Forms

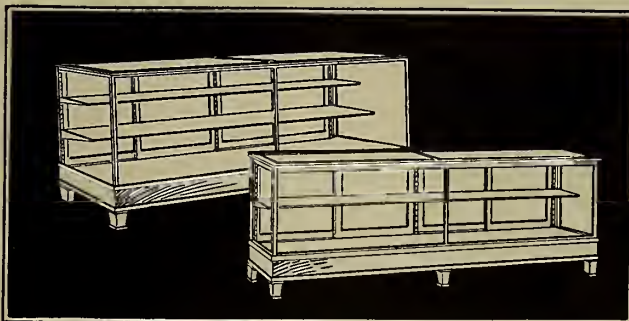
Your Spring Garments should be shown on forms having the 1920 fashion lines. These new forms are illustrated in an interesting new 1920 catalogue

We call your attention in particular to the very life-like character of all our wax heads. We are one of the oldest makers of wax heads in America and can offer you exceptional values.



Valances

All up-to-date stores are now being equipped with slightly valances at the top of the plate glass. This adds greatly to the appearance of your store front and gives a desirable finish to your window setting. Floor rugs and drapes can be had to match.



Send for New 1920 Catalog

This catalogue is just off the press. Every merchant and window display man should have it as a ready reference guide in picking out those fixtures that will give best display for all lines of merchandise. Be sure to send today. Use the coupon on this page.

STORE INTERIOR PLANNING AND BUILDING

A NEW DEPARTMENT

We are now equipped to build complete interior equipment for your store. An important feature of this department is the helpful store planning service we are prepared to give you. Up-to-date merchandising can only be done where your fixtures and fixture layout has been planned by an expert in scientific merchandising.

Because we do not have any old machinery, patterns, designs or stock, we have been able to build up our line in such a way that every fixture, be it show case, units, shelving, etc., is absolutely the latest in design, construction and efficiency.

We can furnish regular stock equipment or can design and build fixtures in special design and finish.

THE SUPERIOR BRASS & FIXTURE COMPANY

316-318 WEST JACKSON BOULEVARD, CHICAGO

USE
THIS
COUPON

THE SUPERIOR BRASS & FIXTURE CO.,
316-318 West Jackson Blvd., Chicago.
Messrs:—Please send me your new 1920 Catalog.

Name
Address
Town
State



E. W. Calvin, President P. S. Williams, Vice-President Otto S. Lasche, Secretary George Fehl, Treasurer

NEWLY ELECTED OFFICERS OF ST. LOUIS DISPLAY MEN'S ASSOCIATION.

More St. Louis' Pep

THE St. Louis Displaymen's Club held a meeting (forty strong) at the American Hotel Annex, St. Louis, Mo., on the night of February 2nd. This was *some meeting*—being marked with the St. Louis enthusiasm. The election of officers was held and much business transacted. After a much enjoyed dinner, President B. A. Rainwater pushed aside the food tools and called the meeting to order.

A Grievance Committee was appointed, consisting of Messrs. H. H. Tarrasch, Chairman; Ed. Berg, and J. V. Williams. The object of this committee, Mr. Tarrasch explained in an address, is to take care of any trouble among display men, whether members of the club or not, and to help to establish a feeling of fellowship among the boys.

A committee consisting of Messrs. George Leaver, Chairman; Oscar Hagan, H. H. Tarrasch, P. S. Williams, and W. Zemitzsch, was named and it is to act as an employment agency, keeping track of available positions and men wanting work. All new display men coming to St. Louis will be referred to Mr. Leaver who will be able to advise intelligently. Or should employers need help, they are to be referred to Mr. Leaver.

New members voted in were: Messrs. F. J. Durham, with Famous-Barr D. G. Co.; Harold Arensmeyer, with Werner & Werner; J. K. Ahearn, of fame from the St. Louis convention, 1917, the slim boy with lots to say, who has "returned from service and joined the gang once again." Mr. Ahearn is connected with Hynes-Weaver.

After all the preliminaries the boys took a long breath, pulled down their vests and got ready to vote. The candidates for the presidency were numerous and much enthusiasm was manifested. The ballot proved that E. W. Calvin would take the chair as President, and Mr. P. S. Williams, Vice President; Otto S. Lasché, Secretary; and George Fehl, Treasurer.

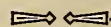
The Board of Directors which was named fol-

lows: Messrs. Joe Chadwick, George Foster, and Walter Aufderheide.

Ex-president B. A. Rainwater retained the chair during the ballot, stating that in his opinion no man should serve more than one term, as president. After the election, Mr. Rainwater was presented with a loving cup, by Mr. O. S. Lasché, with the compliments of the club members, for his efficient services during the past year.

Fellows, be ready for us, we are all going to be there. Where? Why, Detroit, of course. We are just plumb full of pep n'everything.

OTTO S. LASCHÉ, Secretary.



"Vamps" and Pierce Feature Meeting

AT the regular meeting of the Rochester Display Men's Club, held at the Hotel Rochester, Rochester, N. Y., the night of February 16, E. Dudley Pierce, display manager for Sibley, Lindsay & Curr, and President of the I. A. D. M., introduced something new in the form of cut-out models which created unusual attention. S. B. Richmond of the Alberts Clothing Company demonstrated the proper methods of displaying neckwear and talked interestingly on colors and color combinations.

A collection of I. A. D. M. 1919 contest photographs and lantern slides were on hand and proved of unusual interest and educational value. Practically the entire membership of the Rochester local attended the meeting.

Commenting on the meeting, and particularly Mr. Pierce's contribution, a Rochester daily has the following comment:

"Several of those young women, who for eccentricity of coiffure, and oddity of facial expression have become so popular with the sex that is bounded on at least three sides by the tape measure of the fashionable modiste, stepped from between the covers of Vogue last night to act as models for E. Dudley Pierce of Sibley, Lindsay & Curr Company,

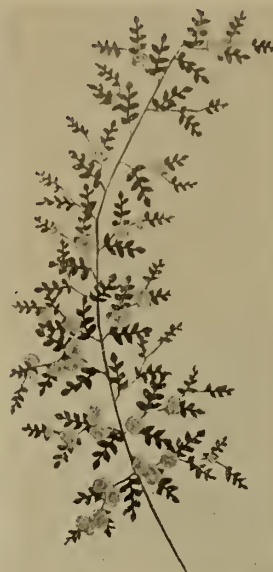
Spring Decorations for Immediate Delivery



S-109. Apple Blossom Spray—A splendid spring decoration, beautifully made from best materials. Length 48 in. Flowers in pink, lavender or yellow. Green muslin leaves. Specify if wanted fire proof. Doz.\$36.00



S-110. Hyacinth Spray—This is an exquisite spray, dainty and graceful. Length 72 in. In pink, lavender or yellow. Doz.\$48.00. Smaller sprays can be made to order.



S-111. Rambler Rose Spray—An unusually fine spray, carefully made, with perfect flowers and foliage. Length 66 in. Flowers in pink, yellow, etc. Doz....\$50.00

If you have not yet ordered your spring flowers, here are three exceptionally good numbers that we can ship immediately and we will guarantee them to be unusual values and entirely satisfactory.

Our factory is equipped to turn out orders on the shortest possible notice. Send us samples or tell us what you want and we will get the goods to you when you want them.

We can make up any floral design in any combination of colors. Write for prices.

The Flower House of Personal Service
THE MODERN ARTIFICIAL FLOWER CO., North Ave., Chicago.

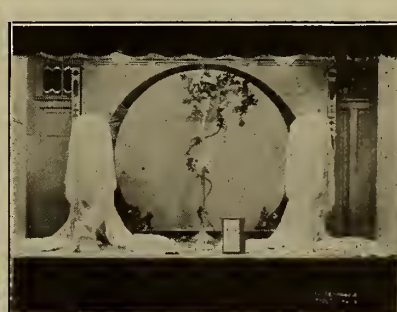
No. 1.



No. 2.



No. 3.



The Above Backgrounds for Sale at Less Than Half Their Cost

Background No. 1 is shown here in use in a corner window. It consists of three separate units. Will sell as a whole or by the piece without decorations. The columns are of Monk's cloth inlaid with designs covered in royal blue plush. The background itself of natural color Monk's cloth in 4 frames of 4-foot widths each. Total height, 7 feet 8 inches. Price, complete, \$60.00.

Background No. 2 is a frame of ivory with medallions in burnt amber, size 7 feet 6 inches high by 9 feet wide, in the opening is velour curtain hung from rods with 5 tassel drops. There are seven sets of these, each curtain being in a different color with a pillow and floor pad to match. Colors are light green, myrtle green, baby blue, pink, orange, royal blue, and lavender. Each frame is set up with screws. Price, each, \$35.00; set of seven, \$200.00

Background No. 3 of blue velour and natural Monk's cloth. Same color scheme as in No. 1. Size, 12 feet wide by 7 feet 8 inches high. Three of these, price, each, \$40.00, without decorations. If interested will send photos of any of these, also of several other different designs. Have also for sale several beautiful paintings at little prices.

THE BOSTON STORE, Wichita, Kansas

who demonstrated novelty draping before the Display Men's Club. The models are cut from composition-board and are new to the display windows of Rochester, to be shown for the first time on Thursday afternoon in the windows of Sibley, Lindsay & Curr Company. The forms were displayed last night in the Ad Club rooms at the Hotel Rochester, where the meeting of the display men took place.

"Mr. Pierce showed three materials for afternoon gowns for spring wear, using flowers with each that lent a Frenchness destined to strike a responsive chord in the heart of the smartly dressed woman. Three hats to wear with gowns of the material shown in draping lent the crowning touch to the display. A show window setting was used. The colors used were purple, blue and brown."

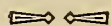


Buffalo Artists Lead Another Campaign

ANOTHER big meeting at the Hotel Touraine, Buffalo, N. Y., was held by the Buffalo Association of Display Men on the night of February 18th with a complete membership in attendance. After the dinner, a business session was conducted during which plans were discussed relative to the club's activities in the Boost Buffalo Week campaign. The Buffalo display men are known widely for their enthusiasm and ability to put big events over, and their part in the coming campaign is to be in keeping with the great successes of previous occasions.

Special reels of moving pictures of business and civic value were enjoyed, after which the usual period was devoted to a study and criticism of I. A. D. M. contest photographs, a new series of this material from the I. A. D. M. Educational Committee being on hand at each meeting of the Buffalo Club.

"We're on the job" is a fitting slogan for the Buffalo Association of Display Men.



Portland Men Organize

THIRTY display men of Portland, Oregon, met in the Portland Chamber of Commerce rooms on the night of January 27 and perfected the Portland Association of Display Men. It was unanimously voted to affiliate with the International Association of Display Men, and request for charter has been received by T. Guy Duey, secretary of the parent body. Plans for the association's development were discussed by the Portland men and it was decided to be represented in large numbers at the 23rd annual convention of the I. A. D. M., Detroit, July 12, 13, 14 and 15, and also at the Pacific Coast convention scheduled for next August.

Carl Thundeman was elected by the members to the office of President.

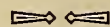
San Antonio Report

V. L. C. reports under the head "San Antonio •Scandal" that plans have been formulated for a big Texas delegation at the Twenty-third Annual Convention of the I. A. D. M., to be held in Detroit, July 12-15. The report follows:

"Old L. A. Rogers in Detroit hasn't anything on the boys in San Antonio when it comes to sinking down in the soft velvet carpets at the hotels. We all gathered at the Gunter Hotel, twenty strong, and we certainly had some time. Of course I'll admit that the talk was about Detroit Convention. The boys are all very enthusiastic, and we have appointed a committee, 'On to Detroit,' which I think would be an excellent committee for every Club in United States to have, and the sooner they commence, the better it will be.

G. H. Patrick was elected President; V. L. Carson, Secretary, and Joe Neugabauer, Treasurer for the coming year. Everything is working fine, and we hope to be in Detroit with a good Texas delegation."

Signed, V. L. C.



Topeka Men Banquet

ON the night of January 25 the display men of Topeka, Kansas, met at the Elks club, and following an elaborate banquet, held a lengthy session during which plans were discussed relative to the part the Topeka men are to play in making a success of the third annual convention of the Kansas Association of Display Men, to be held at Salina, Kas., May 10th and 11th. The entire membership will attend the Salina meeting and have promised their heartiest co-operation toward making the event one to be long remembered. Another meeting will be held during February, at which time further plans will be presented and the election of officers take place.

Movements of Display Men

C. E. COOK, formerly display manager for Hillman's, State Street, Chicago, is now directing the display department for W. A. Wieboldt & Company, Chicago.

S. KOPELOV, formerly display manager for Piqua Dry Good Company, Piqua, Ohio, is now directing the display department for La Mode Cloak Company, Kokomo, Ind.

OTTO R. GRESCHKE, display manager for Dancer-Brogan Company, Lansing, Mich., was in the Chicago market during the early part of February.

H. A. FOWLER, former display manager for The Macey Company, St. Paul, Minn., is now in charge of the windows of the T. S. Martin Company, Sioux City, Ia.

V. A. LIGMAN is now first assistant to C. E. Cook, display manager for W. A. Wieboldt & Company, Chicago. Mr. Ligman was recently of Hillman's display department.

Beautiful Southern Greens the Ideal Decorations for Spring

Use Nature's own exquisite decorations for your spring windows. We have unlimited facilities for supplying you with every variety of southern green—fresh from the woods.

Southern Wild Smilax—This is the daintiest and most satisfactory green foliage decoration to be had. Graceful, easily handled, costs little, and lasts long.

Case	Contents	Weight	Price
No. 1	100 sq. ft.	15 lbs.	\$1.00
No. 2	200 sq. ft.	20 lbs.	2.00
No. 3	300 sq. ft.	25 lbs.	3.00
No. 4	400 sq. ft.	30 lbs.	3.50
No. 5	500 sq. ft.	40 lbs.	4.00
No. 6	600 sq. ft.	50 lbs.	4.50

Long Needle Pines—Long, glossy needles and beautifully marked stems—lasts almost indefinitely. Packed in paper lined burlap. Per doz., \$1.25; per 100, \$7.00.

Magnolia Foliage—The leaves are a rich glossy green on top and a soft, velvety brown beneath. A most beautiful and lasting decoration. Packed in same size cases and same prices as Smilax.

Southern Grey Moss—This is a novel and harmonious decoration especially adapted to hanging baskets, festoons, wall or post treatment, etc. Per 25-lb. bag.....\$3.00

Fadeless Green Sheet Moss—Ideal for window floors and can be used in a great variety of other ways. Harmonizes with all kinds of merchandise. Per bag, about 100 sq. ft.....\$4.00

Order from this ad—we guarantee absolute satisfaction
All Prices F. O. B. Evergreen, Ala.

KNUD NIELSEN

Evergreen, Alabama



Southern Wild Smilax.



Lackner Ready to Letter Cards are especially adapted to DEPARTMENT STORE USE

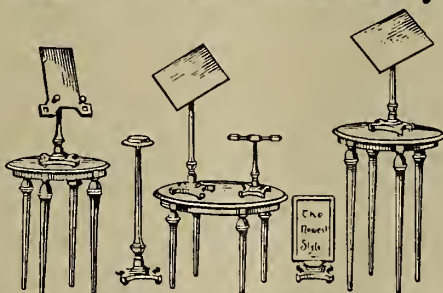
The harmonious color effects and unique designs will appeal to all Display Men.

By all means, write for descriptive booklet, or send \$3.50 and the complete assortment of 18 cards, various sizes and designs will be sent you, charges prepaid. (Canada and foreign countries, \$5.00.)

THE LACKNER COMPANY, 108-110 W. 5th St., Cincinnati, O.



Make Your Show Windows Pay Your Rent



Our Line of
Period
Display
Fixtures
Will Help
You Make
Effective
Window
Displays

Many Sales Are Made on the Sidewalk
New Catalog No. 92 on Request

The Oscar Onken Co. 3748 West Fourth St. Cincinnati, Ohio, U. S. A.



A new, original
and effective paper
for artistic win-
dow decoration.

Use it in Your Show Windows

A perfect reproduction of the genuine stone, our onyx paper is without doubt the most appropriate covering for window backgrounds and floors, panels, columns, dividers, pedestals, draping stands, scenic frames, units, flower boxes and other surfaces.

We also have a new paper that reproduces Circassian Walnut perfectly.

In stock in convenient size in many beautiful colors and patterns. Write for samples.

AMERICAN LITHOGRAPHIC CO.
19th St. & 4th Ave. NEW YORK

Now being used with splendid results by leading display men throughout the country.

FRANK STEVENS, for some time a member of the decorating staff of Frederick Loeser & Co., Brooklyn, N. Y., has been named first assistant to Display Manager Waldron, succeeding Benjamin Harris, recently resigned.

LESLIE E. HERBERT, recently director of the decorating department of Sommers, Inc., Baton Rouge, La., is now similarly engaged with The Goldsmith Dry Goods Company, Dallas, Texas.

BENJAMIN HARRIS, for a number of years assistant to Display Manager Waldron, at Frederick Loeser & Co., Brooklyn, N. Y., is now display manager for Lamsburgh & Bro., Washington, D. C.

O. WALLACE DAVIS, display manager for H. Battermann Company, Brooklyn, N. Y., has installed new window fixtures, which are aiding Mr. Davis in the accomplishment of displays of rare beauty.

H. O. SAUER, recently of the art department of the H. N. C. R. Company, Dayton, Ohio, has been named to succeed L. F. Dittmar as display manager of this great institution.

W. M. F. RIED has resigned as display manager for L. S. Donaldson & Co., Minneapolis, Minn., and with Mrs. Reid is visiting in New York. Early in March, Mr. Reid will go to Cleveland, where he will direct the opening displays of a big ready-to-wear store.

C. J. LARSON, formerly display manager for The Dayton Co., Minneapolis, Minn., and now merchandise manager of the basement section of that corporation, was in New York recently. He was accompanied by Mr. Nelson, the new display manager.

L. F. DITTMAR, director of displays for Rike-Kumler Company, Dayton, Ohio, was in Chicago recently, placing orders for spring opening decorations. Mr. Dittmar is well pleased with his new affiliation with the big Dayton store.

GEO. B. SCOTT, display manager for the Metropolitan Co., Dayton, Ohio, has returned to Dayton following a tour of inspection of men's wear stores in Columbus, Cleveland, Detroit, Chicago, Indianapolis, Louisville and Cincinnati. Mr. Scott is attracting much attention in his new position.

ERNIE H. MEIER, recently with Low Bros., La Porte, Ind., on March 1st, assumed charge of the display department of the Chas. A. Brown store, The Plymouth Clothier, Fort Dodge, Ia. Ernie is a brother of the popular Carl F. Meier, the widely known flower salesman, who, not many years ago was recognized as one of the country's leading men's-wear display artists.

For Our Advertisers

Card Writers' Supplies

Everyone who makes or uses show cards will find much to interest him in the new catalog of card writers' and sign painters' supplies just issued by Wallbrunn, Kling & Co., Chicago. This firm has within a comparatively short time developed an immense business which extends

all over the world. Practically every kind of brush, pen, tool or material used by the card writer is listed in this catalog and the prices are exceptionally reasonable, quality considered.

This catalog will appeal especially to the card writer who is particular as to the kind of tools and materials he uses, as he will find listed therein pens, brushes, etc., to meet every imaginable requirement. Card writers who are not on the mailing list of Wallbrunn, Kling & Co. will do well to write for this new catalog.



New Decorations

Ornamental art papers have recently attained great popularity as window decorations. They are made in a great variety of designs and in endless colors that lend themselves wonderfully well to show window work. These papers are inexpensive and can be used in many ways on backgrounds, screens, panels, etc. They may be had in colors to correspond with nearly any scheme of decoration.

The Win-Deco Display Paper Co., 93 Federal St., Boston, Mass., announces an unusually interesting line of decorative papers suitable for show window work. This line comprises a great variety of novelty patterns that will appeal to the display man because of their originality. This company will be pleased to send a generous lot of samples free to any display man who will write for them.



Art Drapery Fabrics

Experienced display men appreciate the exceptional decorative possibilities of art drapery fabrics as an adjunct to window display and are using them more extensively than ever before. This is especially true of the display men in the high-class stores of the larger cities.

The fabrics used for decorative window draping are in an almost endless variety ranging from filmy tarlatans to the heavy cloister cloth that is now exceedingly popular for curtains, valances, backgrounds, panels, etc.

Cloister cloth is a heavy, loosely woven material being in some respects similar to some of the decorative burlaps used for interior decorating. It has a natural linen tint and combines admirably with trimmings of a contrasting color. This material is much used for valances because of its unusual decorative value. It is also employed for background curtains and, when so used, is generally trimmed with some strongly contrasting color.

Elms & Sellon of Chicago, New York and other large cities is a firm that is specializing in art drapery fabrics of many kinds including cloister cloth. This firm carries a line that will prove of unusual interest not only to the display man but to every manufacturer of valances.

In addition to fabrics of practically every color and texture, Elms & Sellon have a surprisingly large selection of drapery goods in special designs including flowers, birds, animals, etc. Among these the display man can find practically any pattern and color effect he may require to carry out any scheme of decoration he may be planning.

Elms & Sellon invite correspondence with manufacturers of valances and window draperies and they will also be pleased to submit samples, etc., to display men who can use art drapery fabrics in full pieces. The Chicago address is 309 West Adams St., where their big line is on display.

Mr. Merchant!!

Tone up your windows—make your spring displays “bring home the bacon,” and be the talk of your town.

Just off the press (2d edition), cram full o’ suggestions—

SCARDEFIELD’S “Helpful Hints in Displaying Men’s Wear”

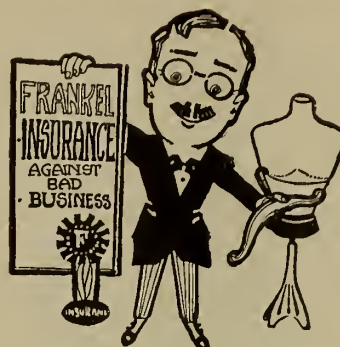
10 CHAPTERS

“Old and New Ideas”; “Shirts and Neckwear”;
“Clothing”; “Dress Attire”; “Hats”; “Shoes”;
“Fixtures”; “Show-Cards”; “10 Don’ts,” Etc.

Send a Dollar Bill to

JOHN S. SCARDEFIELD

205 McCrory Bldg., E. E., Pittsburgh, Pa.



There’s no better business insurance for a retail store than window displays that SELL goods.

Frankel forms, fixtures and wax figures make SELLING displays.

*Established 1888
and still growing*

1146 Broadway
at 27th St., New York

Write for our
1920 Catalog



DISPLAY MEN

YOU MUST HAVE THE



FOR PROPER CARD WRITING
MATERIALS

Just off the press. It’s ready for you

WALLBRUN, KLING & CO.

327-29 So. Clark Street

Chicago, Ill.

Decorations
for
Show
Windows,
Lobbies,
Halls,
Vestibules,
etc.



No. 100
6-foot
Flower Stand
Willow Ware
decorated with
Silk Ribbon,
Artificial
Everlasting Spring
Flowers,
Asparagus Grass,
etc.
Complete, \$35.00

Ask for Illustrated
Catalogue No. 44

FRANK NETSCHERT

61 Barclay St.,
New York

Novel Display Features

Some remarkably clever and attractive poster fixtures and show window attractions are being offered by the Rolla Mount Studios for the spring season. The fixtures and decorations are in a great variety of original designs and all are beautifully colored by air brush.

Many of these handsome display devices are now being used in the windows of a number of well-known Chicago stores and the demand for them is growing rapidly owing to their unusual attractiveness combined with the very moderate price asked for them.

The display fixtures comprise forms for showing waists, shirts, neckwear, shoes and almost every other



variety of apparel for men, women and children. They are made up in a considerable number of different designs and the skilled air brush artists finish them up in scores of attractive effects.

These devices are especially appropriate for spring window settings owing to the snappy designs and their beautiful colorings. They are equally appropriate for displays on counters and ledges, being especially adaptable to the shirt waist, millinery or haberdashery departments.

In almost every instance, when a trial order for these practical and inexpensive attractions has been placed, reorders have followed quickly. For this reason special inducements are being offered to secure a wide distribution for products of the Rolla Mount Studios this season. Although prices of all other fixtures have greatly advanced, these attractive novelties will be sold during the coming season at last year's prices, provided cash accompanies the orders. The latter stipulation has been made necessary owing to the greatly increased price of materials and labor, and the low prices can be made only through eliminating all unnecessary expense connected with bookkeeping, billing, etc.

It is suggested that those who are not familiar with the catchy and practical products of this firm, should order some samples to see how highly effective they are in the show window or department. An interesting offer showing examples of the line produced by the Rolla Mount Studios appears elsewhere in this issue.

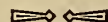


About Valances

An exceptionally interesting circular on show window valances has just been issued by the Curtis-Leger Fixture Co. of Chicago. The necessity of a valance in any window is well illustrated by an engraving showing a store front one-half of which is "dressed" with an attractive

valance and the other half left "undressed." This idea is further impressed by two pictures of "Andy Gump" of comic newspaper fame. These pictures indicate the change in appearance brought about by a collar and tie which are readily comparable to the valance in the show window.

Inside the circular are shown fifteen highly attractive patterns in continuous design valances. These are ready for immediate delivery and are priced most reasonably. The designs will appeal to the merchant who is looking for a handsome, carefully made valance at a moderate price. This circular will be mailed to any address upon request.



Modern Art Studios Take More Space

THE tremendous growth in the business of The Modern Art Studios, 431 North Clark street, Chicago, has made necessary another addition of floor space, and the entire second and fourth floors of the building now housing this progressive concern have been added, thus making The Modern Art Studio, the largest plant of its kind in the country.

Another recent attraction of The Modern Art Studios is the new display room with massive, yet elaborately beautiful settings, suitably embellished and in place. The proprietors, Bennie Allaun and F. A. Rosebrook, are making every effort to beautify their showrooms for the benefit of visiting display men and thus offering suggestions of value. These men have, at the disposal of all display men, a service department through which is offered expert advice and assistance to all display men seeking solution of decorating problems.



Decorators Supply Co. Exhibits at Boston

THE Decorators Supply Company, Chicago, was represented at the recent shoe men's convention held at Boston, Mass., with an elaborate display of its products. Sam Weiss, salesman for this concern and former display man of great prominence was in charge of the exhibit. Mr. Weiss, on his return from an extensive eastern trip, states that I. A. D. M. convention enthusiasm is running high and indications are that eastern display men will be present at the Detroit meeting in July in great numbers.

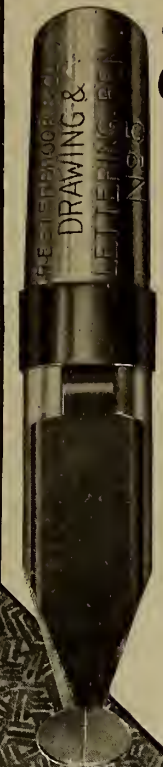


An Opportunity for Agents

David Sobel's Sons, New York, manufacturers of display forms, launched a campaign for selling agents last month with gratifying results. A number of agents were appointed to handle Sobel forms locally and these have been sending in orders at a rate which testifies to the values offered by this firm. For example, H. A. Levantine was assigned the Detroit territory and booked seven orders during the first week. At the end of the second week he had secured fifteen orders indicating that a live wire can get big results with this line which is manufactured and marketed on the smallest possible margin of expense.

Mr. Sobel states that he still has open some excellent territory especially on the Pacific coast and will be glad to hear from representatives who can handle this line to advantage. Those wishing to take on the Sobel line should write at once as territory is being allotted rapidly. In some cases there have been several applicants for the same territory. For example, there were three applications from Houston, Tex. Mr. Sobel also states that each representative will be given exclusive territory and will be extended the fullest possible cooperation by the home office.

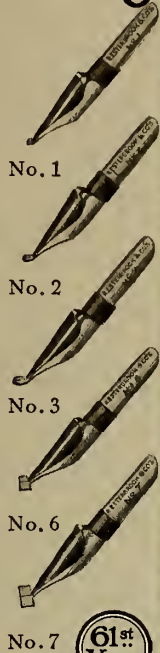
Esterbrook Speed Pens for Card-writing & Lettering



Faster and cleaner work than with a brush—always ready for work. Made in 6 styles to suit different kinds of work. Carries as much ink as necessary for long, swift strokes.

Endorsed by many of the leaders in the Card Writing profession. Send \$1.00 for a sample dozen, assorted, and learn how easy your work becomes.

THE ESTERBROOK
PEN MFG. CO.
90-100 Delaware Ave.
CAMDEN, N. J.



Art Drapery Fabrics for Show Windows

We carry a complete line of art fabrics especially suitable for show window draperies and decorations. In our big stock will be found textures, colors and designs to meet every requirement of the display man.

Cloister Cloth

is a remarkably effective material for high class valances and curtains. It will give distinction to any window. The background of this ad shows a section of Cloister Cloth, slightly reduced.

Sold only in full pieces.

When ordering valances or other window draperies, request your dealer to use

**STANDISH MILLS
ART DRAPERY FABRICS**

ELMS & SELLON
309 West Adams Street CHICAGO
117 Chalmers St. Boston
1111 St. Philadelphia
906 Broadway New York
742 Market St. San Francisco

Show Card Writers



know how important colors and brushes are to them in making their work successful.

It is due to this fact that so many of the successful card writers use only

**DEVOE
Show Card
COLORS
AND
BRUSHES**

which are made with a thorough knowledge of their needs.

Our Color Card descriptive Circulars, etc., would be of interest to every Card Writer. Better send for set. It's free.

Most Dealers Handle Devoe Goods or

Devoe & Raynolds Co., Inc.

New York Chicago Kansas City New Orleans
Buffalo Denver Minneapolis Cincinnati

SPRING AND SUMMER DECORATIONS FOR WINDOW DISPLAYS

Modern sales creators. Very latest ideas in artistic decorating. Send for catalogues.

**DOTY & SCRIMGEOUR
SALES CO., INC.**

30 Reade St.
New York, N. Y.

The House of Novelty
Decorations

Learn the Sign-Show Card Business

Unlimited possibilities are opening up every day in this field. Large firms everywhere want men with creative ideas. Keen commercial competition calls for most aggressive and up-to-date advertising methods. New and striking effects constantly demanded in Window Cards, Bulletin Boards, Signs and Show Cards.

Big Opportunity for Originality

Unusual openings for those who develop constructive imagination. Don't smother your ambitions and ignore your latent abilities. Make the best of your talents—develop your originality—learn to make your abilities earn big money. Get into the Sign-Show Card Business "where originality counts." Our Course teaches how in a few short months. Thousands of successful graduates prove our ability to successfully teach you.

Earn \$25 to \$75 Weekly

Our training will give you perfect confidence in your own ability to command a big salary. You are taught how to direct your efforts along profitable lines. You get the close, personal counsel and help of instructors, which makes your ultimate success sure. Nothing is left to guess. Every lesson is designed to bring out the practical helps so essential in realizing the necessary training for successful work.

Course Complete and Practical Graduates Enthusiastic

Every phase of work is covered. Instruction is complete, thorough and easily understood. Lessons start at bottom and proceed logically and naturally to the finish. You are thoroughly familiarized with intricate and involved lettering, color work, shading and letter designing. You are also taught gold-leaf lettering on glass. Each lesson is designed to bring out and develop YOUR ideas. This helps to give originality and individuality to your work.

Every day brings letters from graduates who are proving value of our Course. Read these extracts: "Am more than satisfied. Your method surely the best." "Self-reliance developed by practical execution of work is important. Personal instruction valuable." "Thanks for fulfillment of all promises." "Am pleased to recommend your School to anyone wishing to study this branch of the art profession."

Read This Guarantee

We guarantee to place graduates in positions paying \$85.00 to \$175.00 monthly after they have completed prescribed course and demonstrated proficiency. Requests for competent men exceed supply.

Don't Doubt—Ask for Proof!

Get our literature and samples. Ask about our Free Outfit Offer. Write for proof of our ability to successfully teach this business. Send today—NOW—in fairness to yourself.

Detroit School of Lettering

"Where Originality Counts"

L. S. STRONG, President and Instructor
1050 D.S.L. Bldg. Detroit, Mich., U. S. A.



WASHINGTONIAN DESIGN FIXTURES

THE BIGGEST HIT OF THE SEASON

Practical Design—Different in Appearance

Your Easter Shoe Display Should Be Considered Now



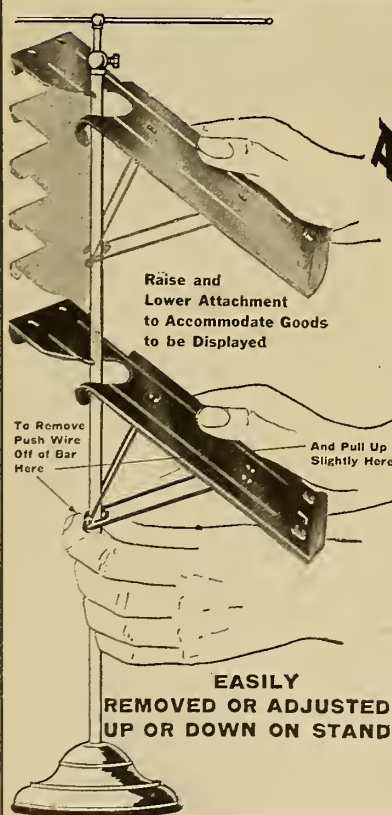
Send for our Latest Catalogue No. 5 of Practical Shoe Display Fixtures

We Manufacture Display Fixtures for Every Kind of Merchandise

THE ONLI-WA FIXTURE CO.

DAYTON :: :: OHIO

Originators of Practical Display Fixtures



The LEON ATTACHMENT

Pat. U. S. & Canada.

Multiplies the Uses of Your Display Fixtures One Thousand Times.

Get Our New Descriptive Booklet

Contains many illustrations of the Leon Attachments as they may be used in connection with your display fixtures.

Send for It To-day

MORRIS LEON MFG. CO.

7119 No. Clark St. CHICAGO, ILL.



Buy your flowers

direct from the manufacturer and save the middleman's profit.

For years we have been making high grade artificial flowers and other decorations and selling them through leading dealers in this line.

We are now selling direct to the user at the same low prices formerly charged jobbers and you can now buy our goods at a big saving.

If you have not yet bought your spring decorations, send at once for our latest catalog. You will find our goods the equal of any on the market and our prices are the lowest.

Write Now for Our Catalog

Mutual Flower Co.

82 West Third Street

NEW YORK

WERE YOU STUNG!

WE SHOULD SAY NOT

IF YOU ORDER FROM THE
APEX SHOW CARD SERVICE

HAND AIR BRUSHED DISPLAY
CARDS—PRICE TICKETS.

Our 1920 Catalogue Now Ready

APEX SHOW CARD SERVICE
179 Shelby Street DETROIT, MICH.

BACKGROUNDS

and

Art Window Flooring

Everything for the Display Man
and Card Writer

E. J. BOYLE & BROS.

Designers and Manufacturers

29 W. Maryland St. Indianapolis, Ind.



Valances and Shades

To Your Order for Your Spring Windows

We are specialists in French Puffed Shades and can
offer exceptional values in this line. Send for our new
catalog.

ART WINDOW SHADE CO.
2838 Broadway CHICAGO

These Outfits are a Great Investment

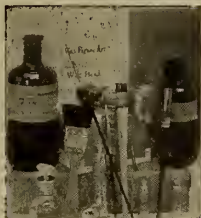
These outfits will greatly reduce the cost of maintaining your
wax figures and flesh enameled display forms.

USED BY LEADING STORES IN VER Y
STATE

**With This Outfit—You Can Clean
and Retouch Your Own Wax Figures**

Producing the same high class (oil
finish) as executed at the factory. COM-
PLETE OUTFIT includes prepared mater-
ials to clean and retouch 100 figures.
Full formula. Tools. Instructions.

Price for complete outfit\$5.00



USE NUENAMEL to clean and refinish your
enamel forms the right way. With this com-
plete outfit you can clean and refinish your flesh
enamel forms, producing the same dull finish as
when first purchased

**SATISFACTION GUARANTEED OR YOUR
MONEY BACK**

No. 1 outfit will clean and refinish 100 forms. \$1.75
No. 2 outfit will clean and refinish 200 forms. 2.50
No. 3 outfit will clean and refinish 300 forms. 3.50
No. 4 outfit will clean and refinish 500 forms. 5.00

NUENAMEL is made expressly to clean and
refinish flesh enamel forms. No other prepara-
tion will produce the same dull flesh finish.



IT DOESN'T MATTER HOW BADLY YOUR FLESH
ENAMEL FORMS CRACK, CHIP, OR PEEL OFF

They can be easily repaired with FLESH ENAMEL
CEMENT and used again for display. FLESH ENAMEL
CEMENT is easy to apply and dries hard to match the
enamel surface. Fully Guaranteed.

Full instructions how to use with each outfit.

8 ounces net weight. Price.....\$1.25
16 ounces net weight. Price..... 1.75
32 ounces net weight. Price..... 2.50
48 ounces net weight. Price..... 3.00

It pays to purchase in large quantities, age will not
affect materials.

Eyelashes for wax figures. Correctly shaped. Ready to
fit in place. 50c set, 6 sets \$2.50, 12 sets, \$4.50. Full
directions with each set. Same as used by leading figure
manufacturers.

New Catalogue Free

Harrisburg Wax Figure Renovating Co.

335 Crescent Street, Harrisburg, Pa.



WE SELL YOU OUR
WINDOW DISPLAY FIXTURES
+ PLUS +

Experience, Service, Satisfaction
and
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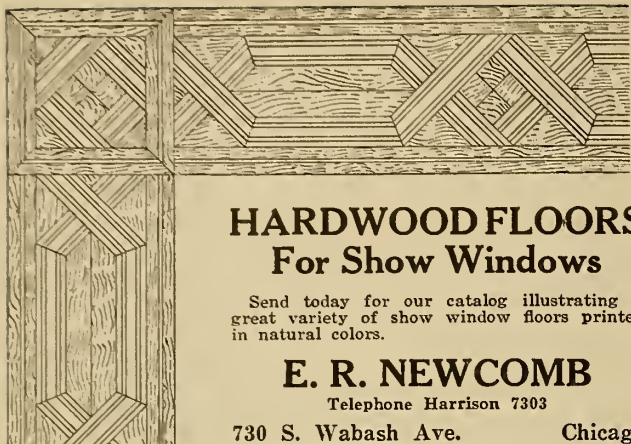
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It would be well to anticipate your window needs, for the

Spring Opening

Please write for catalogue of

"KICHLER" VALANCES

It may suggest the valance for your window requirements. Send us your trade mark, or monogram, you are using and we will gladly submit special sketches upon which we will be pleased to quote you, if you will provide us with your window measurements.

Floor Mats **French Drapes**
Velours **Panels**

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Perfect
Service

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No. 113 No. 120 No. 122



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Want, For Sale, Etc.

All Notices under this Department, \$1.50 each insertion of 40 words or less, and 30 cents for each additional 10 words.

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An experienced man, capable of trimming high-class windows and writing neat show cards. Permanent position in fast-growing city. Send samples of show cards and pictures of windows, also give names of former employers, salary expected and personal information in first letter.

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Little Rock, Ark.

WANTED—Experienced furniture window dresser. Capable of handling windows and floor displays. West's largest furniture store. Give full details as to experience, salary, etc. The American Furniture Co., Denver, Colorado.

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WANTED—Window Trimmer and card writer for Women's Specialty department store, one competent to assist manager. Apply Yards Inc., Trenton, N. J.

WANTED—Show card writer, for a Card Shop in city of 100,000, must be a good worker, day-light shop, best of working conditions. Will pay the right man a good salary. Inquire A. Chance, c/o Merchants Record Company, 431 S. Dearborn St., Chicago, Illinois.

WANTED—A1 experienced window trimmer and card writer for men's and women's wear. Box 371, c/o Merchants Record Company, 431 S. Dearborn St., Chicago, Illinois.

WANTED—An experienced Window Trimmer, Card Writer and Advertising Man for Men's Department Store. State salary expected. Write full particulars. Address M. Blum, Rice Lake, Wisconsin.

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Your choice of Figures,

5c to \$100.00

Send 10c for 10 Samples.

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See our new Spring line blank Price Tickets ready for lettering. Styles and prices sure to please. We will also show how any one without previous experience can make his own price tickets equal to a professional. Samples 25c. Send today.

H. J. PALMER & CO.

143 N. DEARBORN ST.
CHICAGO, ILL.

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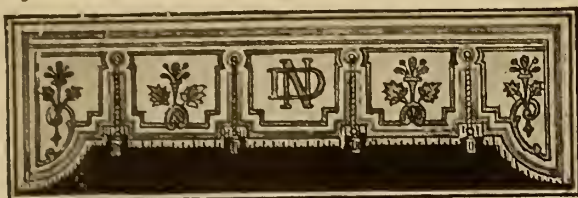
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NA-DE-CO

Valances, Panels and Drape Shades
The artistry of a large staff of experts in window decoration
has made the NA-DE-CO line standard
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No. 690

Best and
Cheapest
Price
Card, Stands,
Easels, Etc.



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Adjustable 6 Sizes

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For Show Card Writing, Art Work and Drawing, also air brush work.
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Chemicals enough for one quart, or one pint mailed in dry form.
Simply mix with water. Guaranteed not to mold, settle or corrode.

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256 PAGES
4 1/2 x 7 in.

New Book by Frank Farrington

These new talks are better than the first set and more valuable to the merchant. This book is worth a hundred dollars to any merchant who is looking for ways to develop his business.

SYNOPSIS OF CONTENTS

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Something About Clerks
How Retail Advertising Pays
The Clothes You Wear
Handling the Money
Special Newspaper Advertising
Delivering the Goods
The Dealer's Best Help

The Travelling Man
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Can be used on different size cards.

Our Air Brush Colors won't clog the brush.

Let us send you circular of designs.

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Use Silk Plushes, Velours, Felts, Cretonnes
Tapestries and Sunfast Draperies

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Our ambition has been to win and to deserve a reputation for superiority in our chosen field.

Our constant purpose is to offer the best merchandise, the best values and the best service. The volume of our business this season testifies as to the success of our efforts.

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Our immense line of flowers and other decorations represent the best products of the most skilled European makers and our own efficient factory. We can meet any requirement as to design, price and delivery. Write us.

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Our new wood display are different from any fixtures heretofore produced. They have been designed and built to meet the requirements of the merchant who appreciates the highest possible quality. These super fixtures are on display in our show room.

MAY WE SEND YOU OUR LATEST CATALOGS?

The Botanical Decorating Co.

*Manufacturers and Importers of Artificial Flowers and Decorations
Designers and Manufacturers of Artistic Display Fixtures*

208 West Adams Street

CHICAGO

Valances for Immediate Delivery

—30 Brand New Styles—Dress Now for Spring—



11010

Dark Brown Applique on Linen V Crash, 18-in. deep.



11017

Light Tan Applique on Linen V Crash, 18-in. deep over all.



11011

Blue Pop Applique on Ivory Poplin, 18-in. deep.



11007

Cream Applique on Linen V Crash, 18-in. deep.

Your Window and the Store Behind It

No matter what it contains, The Curtis-Leger Fixture Co. can help you combine art and efficiency in displaying its contents

WE HELP YOU SELL YOUR GOODS

Art Valances

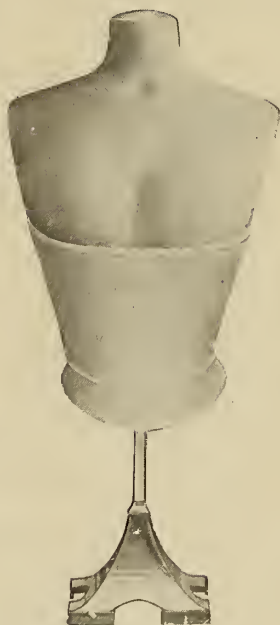
We have 30 brand new 1920 patterns of continuous design valances ready for

**IMMEDIATE
DELIVERY.**

Workmanship, material and design excellent. Prices low, ranging from \$1.00 to \$2.00 per foot.

A store window without a valance is like a man without a collar and tie. The cost of valances to your store is less than a collar and tie is to you personally.

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Componamel is guaranteed not to crack or warp on account of atmospheric conditions. It is as easy to wash as one's face.

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Established 1869

CURTIS-LEGER FIXTURE CO.

237 WEST JACKSON BOULEVARD

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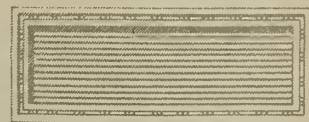
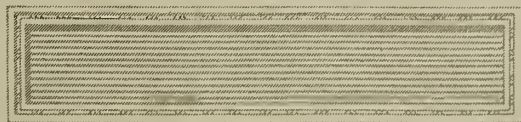
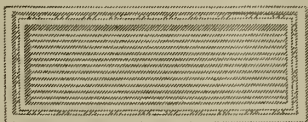
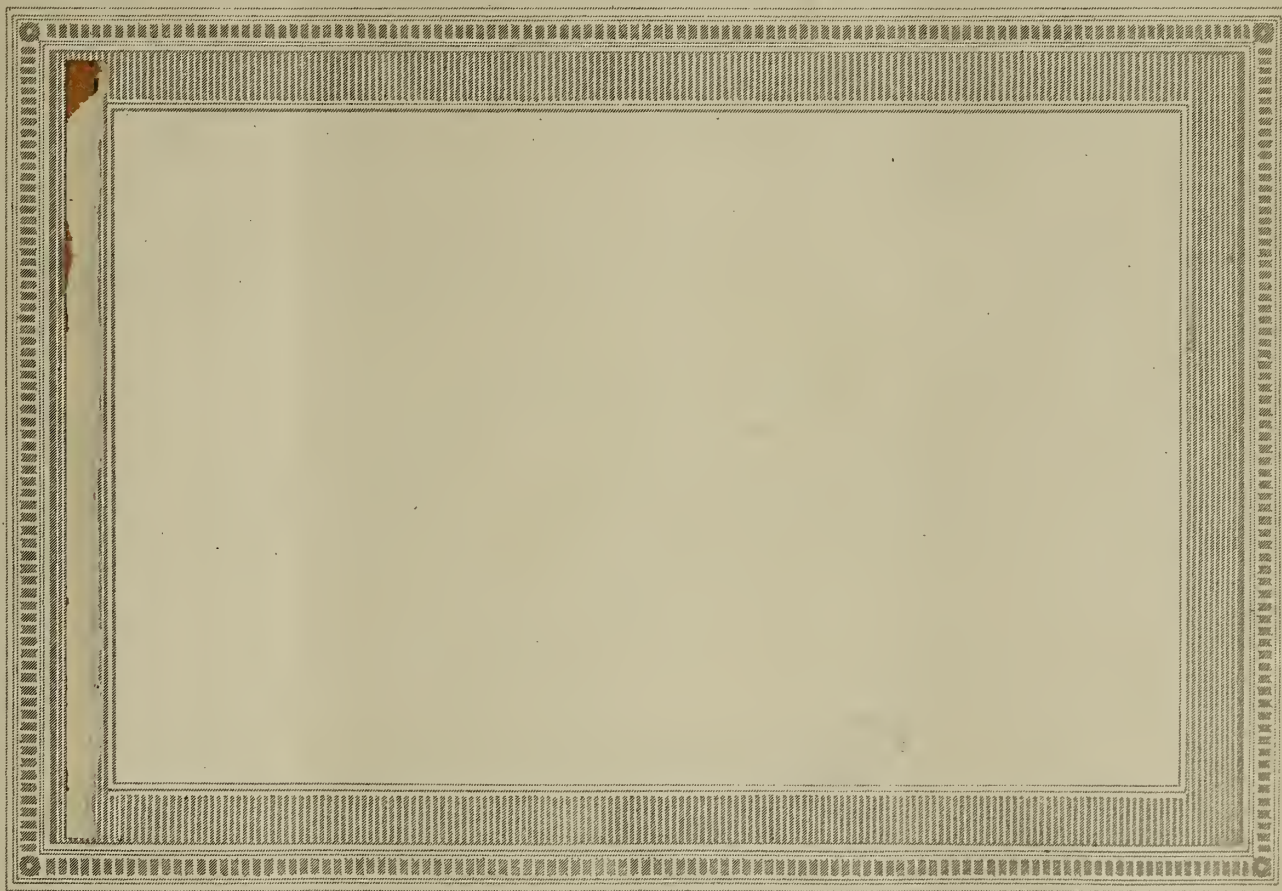
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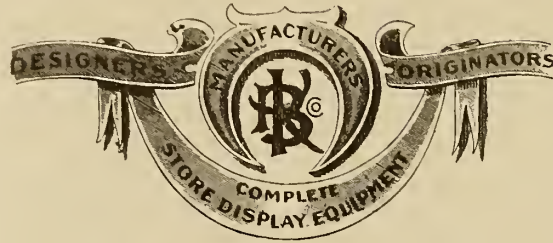
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CHICAGO

Merchants Record and Show Window

April, 1920





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Where We Will Embody Under One Roof
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Factory
New York, N. Y.

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An Illustrated Monthly Journal for Merchants, Display Managers and Advertising Men.

Eastern Office
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New York City

Published by
The Merchants Record Co.

Publication Office
431 So. Dearborn St.
Chicago

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MEMBER CHICAGO TRADE PRESS ASSOCIATION

OFFICIAL ORGAN OF THE INTERNATIONAL ASSOCIATION OF DISPLAY MEN

Entered January 16, 1903, at Chicago, Ill., as second-class matter, under Act of Congress, March 3, 1879.

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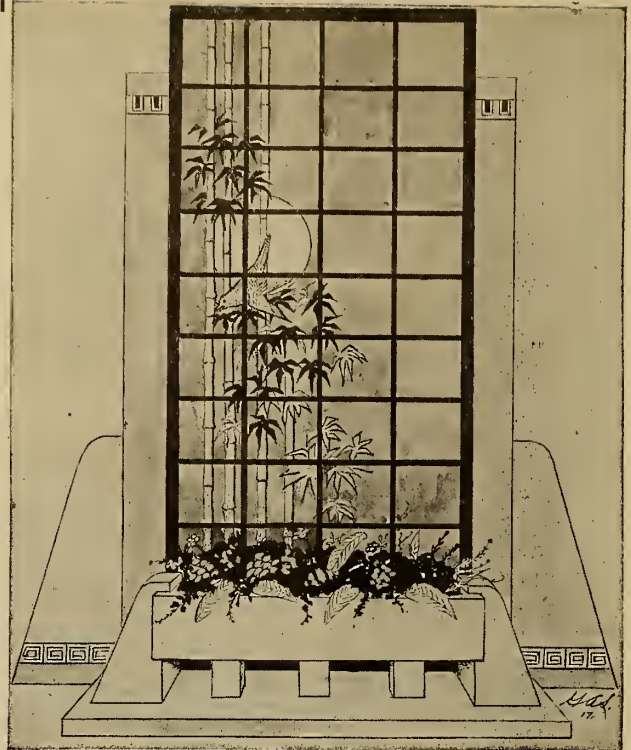
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Let us send you our new catalogs, which show the period display fixtures manufactured by Hugh Lyons & Company—the largest builders of window and display fixtures in the world.

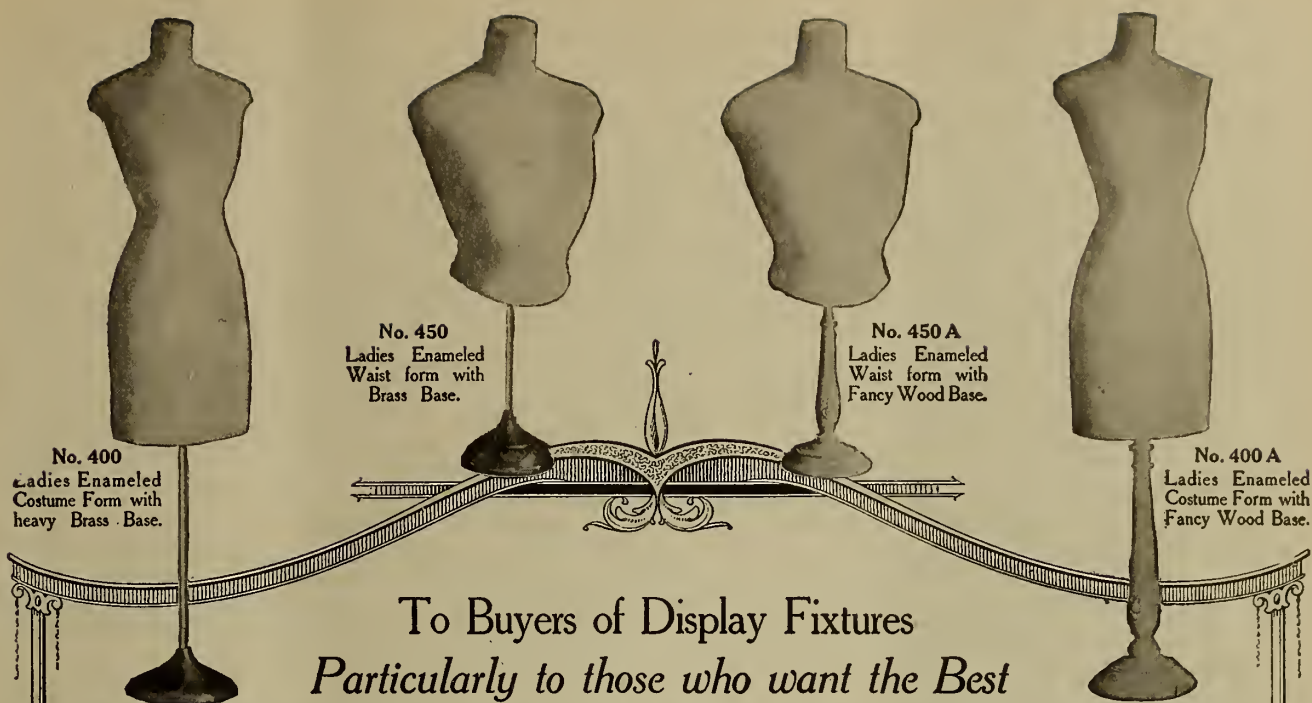
HUGH LYONS & COMPANY

"MAKE BUYERS OUT OF PASSERSBY"

LANSING - MICHIGAN

NEW YORK SALESROOM
35 W. 32nd. STREET

CHICAGO SALESROOM
234 S. FRANKLIN ST.



To Buyers of Display Fixtures
Particularly to those who want the Best

Quality Display Fixtures

Has been our Motto for Sixty-six years. Every Fixture
is substantially built and finished by skilled workmen.

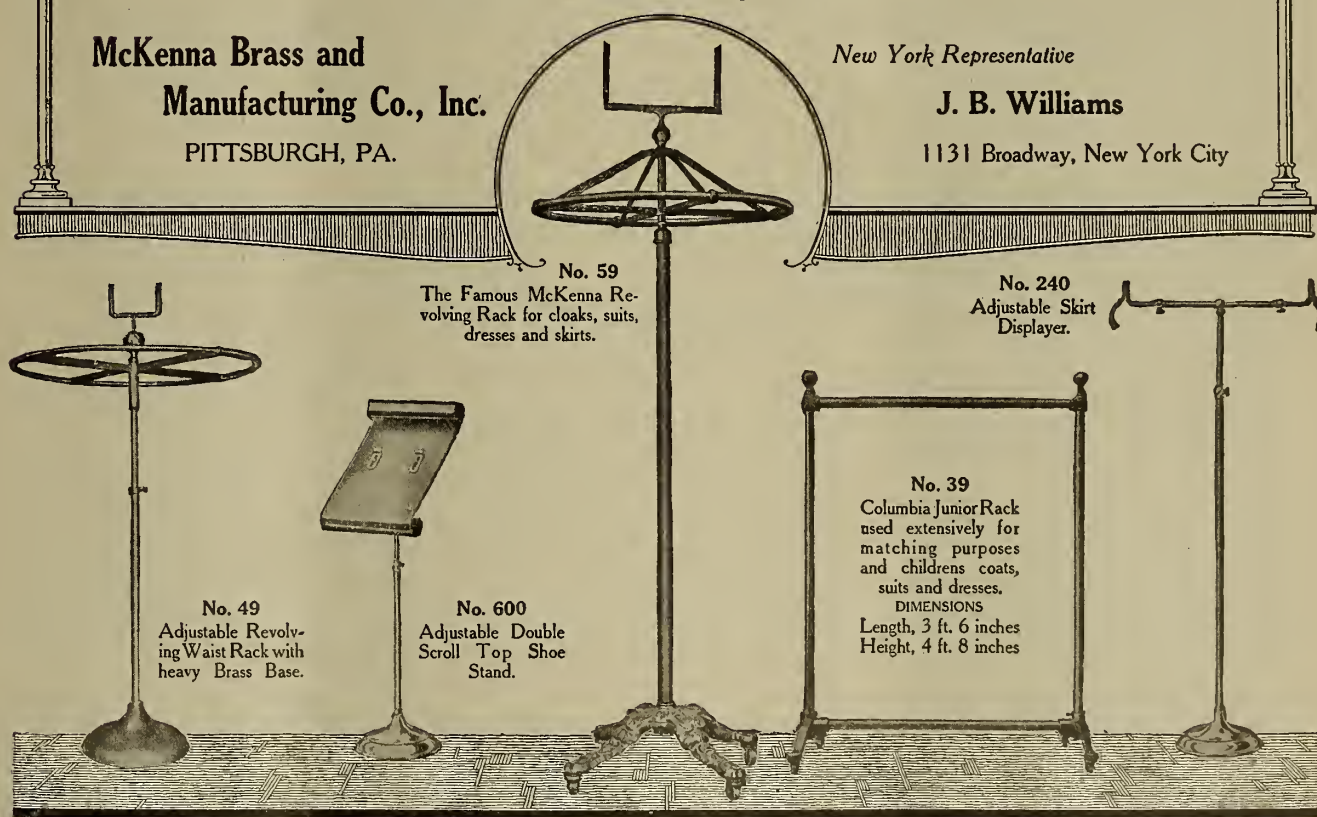
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PITTSBURGH, PA.

New York Representative

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Floral Parade Decorations.

Here are a few of the many items made of Gasthoff's Patent Floral Sheeting. This sheeting can be made in designs or borders as well as flags, shields, star emblems, etc. Send in your design and we can follow it out with colors, etc. Our prices for quality of material are always lowest.

F-905-Elk Clock



F-901 Floral Sheeting
Patent No. 1003895 Sect. 19, 1911 by
J. F. Gasthoff, Danville, Illinois



F-902 Grass Sheeting
Patent No. 1003895 Sect. 19, 1911 by
J. F. Gasthoff, Danville, Illinois



F-903 FLAG



F-904 SHIELD



F-906 Wheel Cover

F-901—Gasthoff's Patent White Floral Sheeting. For decorating automobiles, floats, etc. The only sheeting made from floral petals. Sheets 1 yard square, per sq. yd.\$0.90
Same as above in colors, red, blue, Nile green, grass green, yellow, orange, pink, lavender or purple. Per sq. yd.\$1.00

Special to Decorators. White Floral Sheeting in case lots of one hundred sheets, per case....\$30.00

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F-904—American Shield in Floral Effect. For floats, automobiles, etc. Size 34x40 in., each, \$2.50 5x6 ft., each, \$5.50

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Above wheels in plain white, 23 in., each, \$0.70 27 in., each\$0.80

The 23 in. wheels fit average car as Ford, Oldsmobile, Overland, etc. The 27 in. fits the Packard, Cadillac, Hudson, etc. Send size when ordering. Each wheel is furnished with cotton covered wire ready to fasten on car.

F-908—American Shield in Floral Effect. For floats and auto decorations. 22x48 in., each.. \$2.25 36x72 in., each\$3.50

F-909—Rotary Wheel in grass sheetings. Colors, yellow and blue, without lettering. 36 in. diam. Each \$1.95; 48 in. ea. \$2.95; 72 in., ea. \$3.95

Above can be furnished in larger sizes up to 10 feet in diameter.

F-910—Floral Parasol. Entirely new. In solid colors, white, red, white and blue, or combination colors, purple and white, purple at top and lavender inside, or dark pink top and light pink inside. Each\$3.75

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F-922—Same as above, 24 inches long. Packed 10 to a bundle. Each\$0.15 Per bundle, \$1.25; per 100, \$12.00.

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Place Your Order Early

Write for our main Catalog of decorations for all

J. F. GASTHOFF & CO.

Leading Manufacturers of Artificial Flowers and Decorative Supplies

Danville, Illinois

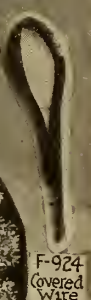


F-908 SHIELD

F-921 Auto Plume



F-909 Rotary Wheel



F-924 Covered Wire



F-907 Wheel Cover



F-910 Floral Parasol



F-923 Moss Paper Festooning



THE DECORATORS SUPPLY COMPANY

FIXTURES for Window Displays have proved the best means of keeping the public informed on the distinct class of merchandise you sell. Harmonizing color effects with our Colonial Fixtures appeal especially in displays showing women's wear — they discriminate.

YOU WANT PROFITS

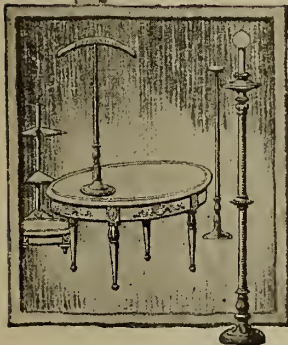
Help build prosperity in your community and incidentally AID in building up your profits by using our fixtures in your next Window Display.

Catalogue W is free and, in addition to illustrating fixtures, backgrounds and other decorations, shows many interesting ideas for the display of merchandise. The largest factory of the kind in the world invites your inspection.

THE DECORATORS SUPPLY CO.

ARCHER AVENUE AND LEO STREET
CHICAGO, U. S. A.

The fixtures shown — a
pleasing adaptation of
Colonial Design



Snappy Fixtures for Summer Displays

These clever poster fixtures will brighten up your windows and show off your goods more attractively than any others. Send for samples today—and we will be glad to refund your money if you are not satisfied.



No. 524. Baby Stand.
—For showing all kinds of apparel for babies and small children. Attractive child's head on wood standard with substantial wood base. Beautifully colored; 30 in. high.
Each\$2.00



No. 240. Woman's Waist Form.
—For showing waists, lingerie, etc. Daintily tinted by hand. Six attractive faces. Blonde, brunette or red hair. Wood base and standard; an exceptionally good feature.
Each\$2.00



No. 1010. Shoe Stand.
—An unusually practical and useful stand for showing shoes of any kind. Can be tinted in any tone to match color scheme of window. Displays two pairs of shoes.
Each\$1.00



No. 500. Shirt Form.—Head and collar (in one piece) swing aside to allow placing of shirt and tie. Form shows shirt and tie perfectly. Height 32 in. (life size). Six different faces.
Each\$ 2.00
For set of 6 different faces..... \$1.00



No. 229. Millinery Stand.—This is one of six different designs, all of which are remarkably chic and attractive. Wood base and standard. Height 30 in.
Each\$2.00
Set of 6 all different\$11.00

We are offering these attractive specialties at last year's low prices FOR CASH. Order now and save 25 per cent. Goods shipped same day order is received. Check must accompany order to secure these low prices.

ROLLA MOUNT STUDIOS

104 West Monroe St.
CHICAGO

It's an American Trait to Try

American merchants are the fairest traders in the world. They will give anything a fair trial and it is in this way that many of the meritorious products of today have been built to greatness.

The merchant who "tries" settles all doubts and often discovers goods of great merit—he also discovers many imitations. The manufacturer who has something worth while profits by the trait of trying—the other chap does not.

When you have tried an article, you know it, but you can't really know the article until you have tried it. That is why we ask you to try Sobel's forms and fixtures.

We know how superior these forms and fixtures are. So do J. C. Penney Co., operating 297 stores; Adelberg Feder Stores, operating 100 stores; N. Y. Waist House and N. Y. Waist Stores, each operating 50 stores, and many others too numerous to mention. But *you* don't know unless you have tried them.

Almost all chain store operators have tried our forms and fixtures with such satisfying results that our 1919 sales increased 60 per cent over 1918. We know that our 1920 sales will increase 100 per cent over 1919.

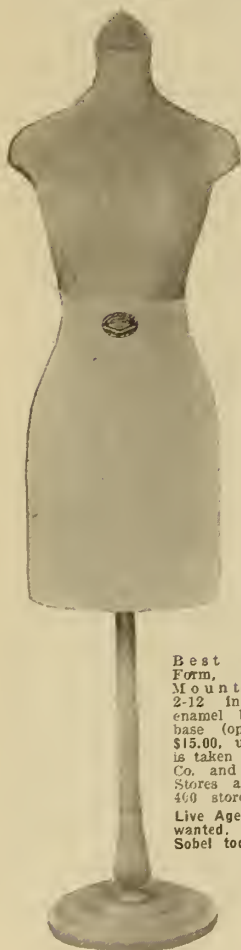
Mail us your order at once and if you don't like the goods when you receive them, return them at our expense—both ways.

DAVID SOBEL'S SONS

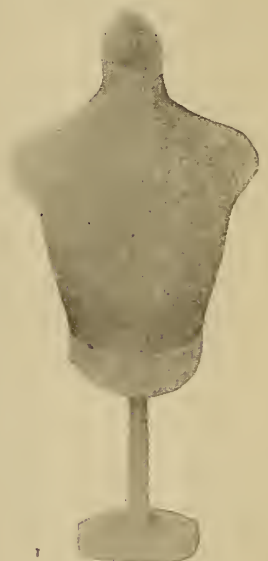
Successors to Co-Operative Display Fixture Co.

143 Grand Street

NEW YORK



Best Style Costume Form, full enamel, Mounted on No. 2-12 in. wood white enamel base or No. 1 base (opposite). Price, \$15.00, until our output is taken as J. C. Penney Co. and Adelbert Feder Stores are ordering for 400 stores.
Live Agents for this line wanted. Write to Mr. J. Sobel today.



Latest style, full enamel (not half-way enamel), waist form. Mounted on No. 1 base, round wood, white enamel, or on base No. 2 shown opposite. Price, \$10.50. Place your order at once as this style form is ordered by the New York Waist House in thousand lots and our big stock is being sold rapidly.

Agents—Correspond with Mr. J. Sobel personally before your territory is taken.



No. 410B

No. 410B

No. 410D

No. 410C

Poster Backgrounds for Spring and Summer Displays

It is good business to change the entire appearance of your windows occasionally. The change will create new interest in your displays and increase your sales. These snappy, up-to-date poster panels are especially designed for spring and summer displays. They are hand air brushed in rich poster colors on substantial cardboard in any color.



Border No. 411-65c.

These panels are easily put in place over your permanent background. They are joined by colored cardboard strips which add to their attractive appearance. Panels can be furnished in sets of any number to fit windows of any size.

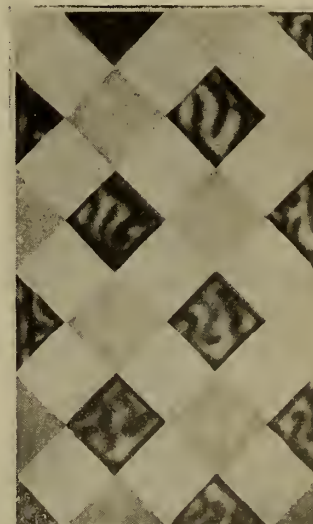
Poster Panels (shown at top and bottom of this page) size, 28x44 in. Each..... \$1.25

Poster Border (shown at left) to be used below or above panels, size 28x44 in..... \$0.65

Poster Floors (shown at right) size, 28x44 in., can be cut to fit window of any shape..... \$0.65

Cardboard Strips, any color, 44 in. long, each.... \$0.07

These are the lowest priced window decorations on the market—They are the best attention getters at any price. Order a trial set today.



Floor No. 1-65c.

ROLLA MOUNT STUDIOS, 104 W. Monroe St., Chicago



No. 550A

No. 550B

No. 550C

No. 550D



Artistic Parisian Wax Figures
and Forms

PIERRE IMANS

Sculptor and Modeler in Wax

CHEVALIER OF THE LEGION OF HONOR

*Panama-Pacific Exposition, San Francisco, 1915, Hors Concours
In order to obtain perfect wax figures, see that my signature is
stamped in the wax.*

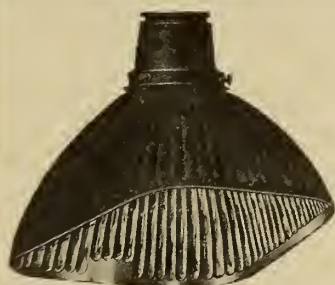
Do not buy wax figures before having consulted my catalogue.

Illustrated Catalogue No. 24 Free

Orders received through the medium of Paris Commission House

Packing Guaranteed Commission Export

10 RUE DE CRUSSOL, PARIS, FRANCE



When Making Changes In Your
Store Front, Do Not Overlook

**The Most Important
Improvement—Your
Show Window Lighting**



*No other change, no matter what the cost,
will so improve your windows*

A one-piece glass silver plated reflector of special design is now the recognized standard for window lighting. Compared to trough reflector or any other system, double the light will be obtained, using the same lamps. Not only twice the light at the same cost, but a better quality, making the window attractive and the goods displayed desirable.

Of Reflectors of This Kind,

“PITTSBURGH” REFLECTORS are

Insist on “Pittsburgh”
from your electrical
contractor.

The utmost in efficiency.
Unequalled for durability.
Most economically installed.
Lowest in price.

Write for catalog.
Submit sketch of window
for free lighting plans.

PITTSBURGH REFLECTOR ND ILLUMINATING CO.

Chicago Office,
565 W. Washington St.

PITTSBURGH, PA.

San Francisco Office,
75 New Montgomery St.

Show Your Garments at Their Best

Do your wax figures do justice to the handsome garments shown on them?

FELDMAN'S

Humanized Wax Figures are worthy of the costliest garments. They show off the gown or coat with the greatest possible grace and distinction. They add to the desirability and to the apparent value of any garment shown on them.

Our Catalog

Send your name for our catalog showing our big line of wax figures, papier mache and all kinds of display fixtures in metal and wood.

We can quote you interesting prices on valances, artificial flowers, etc. Write us.



Feldman's Figures have all of the grace and charm of the handsomest living models. This is one of our big collection of handsome wax characters.

FELDMAN FIXTURE CO., 22-26 W. 30th St., New York

EZY-BILT WINDOW BOARD



Gives Better Results at Less Cost

EZY-BILT costs less and gives better results than other expensive boards.

Its low cost and the fact that it can be used over and over again makes it the most economical window board "buy."

It is used and endorsed by the leading displaymen. You, too, will be surprised at its unlimited possibilities.

Send for the interesting booklet today

HUNT-CRAWFORD CO.
COSHOCOTON, OHIO



Maximum Merchandising

When your problem in store planning reaches us it is immediately started through creative cycles that ultimately mean a single result for you—Maximum Merchandising Effect in every square foot of your floor space.

And this result is certain because expert brains will not only be focused on every local detail of your store, but will also examine it from the broadest merchandising prospective.

We have been years in building this perspective. It is the cornerstone in the collective strength of merchandising judgment that now stands behind Welch-Wilmarth Method in Merchandising.

Write us. We'll tell you freely and frankly how we can help.

THE WELCH-WILMARTH COMPANIES
GRAND RAPIDS, MICH., U. S. A.

Branch Offices

Chicago

Boston

New York

Philadelphia

Pittsburg

St. Louis

Minneapolis

Salt Lake City

MERCHANTS RECORD *and* SHOW WINDOW

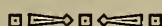
VOLUME XLVI
NUMBER 4

APRIL, 1920

Single Copies
Thirty-five Cents

Proper Care of Lighting Equipment

Test shows 10% loss of light per month due to failure to keep lighting fixtures free from dust—Every store should have its positive system for cleansing of all lighting units regularly.



By C. Hill Griffith
The Society for Electrical Development, Inc.

HOW often do you dust off the show cases? How often are the counters cleaned? How frequently are the show windows washed? Well, certainly often enough to keep these essential parts of a good store in spic and span condition. Maybe the cleaning is done daily, perhaps weekly, but in any event it is regular, routine duty which you would as soon neglect as you would forget to turn on the lights when it gets dark.

But how often are the lighting fixtures, the shades, bowls, lamps or whatever you choose to call them, *really cleaned*?

Whenever the porter gets the time? Do you think he cleans them every week? Maybe they do *look* clean, but are they? If they are not you are wasting from 10 to 40 or more per cent of the light which you are paying for and your store is just that much darker than it should be. Startling figures? Of course they are, but they are true, nevertheless, and the following report of a test recently held in the offices of Armour and Company of Chicago will tell you more facts you ought to know.

Interesting Test at Armour's

Armour and Company conducted a test to get the facts regarding the maintenance of all kinds of lighting units. The electric lighting fixtures included various forms of direct, semi-direct and indirect. The test continued for a period of one year. Under the conditions which prevailed while the test was being conducted—perfectly normal conditions—it was found that for the first three or four months

all of the lighting units dropped off in efficiency approximately ten per cent per month. Think of it, thirty per cent of the light wasted at the end of the third month just because some dust had collected on the reflectors! Incidentally, it was found that it did not make much of any difference what type of unit was used, the loss was the same—ten per cent per month.

Out of Sight Out of Mind

With the indirect units you can't see the dirt. "Out of sight, out of mind" applies very aptly to such fixtures. But a reflector does not have to be out of sight to be neglected. Even on a bare lamp dust may collect and be almost invisible to the eye at a distance, particularly while the light is turned on. But the dirt is there just the same and it is eating up your light and your money.

It is not difficult to see *why* all this is true if you but stop to consider just what dust really is. Most dust is black or a dark brown. It is opaque. The only light which gets through it is what passes between the little particles. Now, if you allow even a thin coating of this dust to gather on a pure white reflector you can see that it is going to absorb a large part of the useful light. Manufacturers have gone to great expense to produce reflecting and diffusing surfaces which will reflect the largest possible proportion of the light coming from the electric lamp. But they can not invent a reflector which is dust proof. They can and do make reflectors easy to clean, but they can hardly be expected to clean them for you.

It would seem, in view of the undeniable loss in lighting efficiency, that a very positive system should be arranged to clean all lighting units regularly and often. If you do not have the necessary help yourself it will most certainly pay you to arrange for an outside service.

Your town certainly has at least one window cleaning company. These are the logical people to attend to such work. Perhaps they already are handling that class of cleaning. If they are you can not do better than to make a contract with them to handle your lighting system. If no cleaning company is at present doing the work it will take but a suggestion from you, and perhaps a few more merchants in your town, to make them see the advantage of going into the fixture cleaning business. In Chicago and several other cities cleaning companies are already doing this class of work. One Chicago company advertises "Lighting Fixture Cleaning a Specialty" and further they say "We are responsible for breakage." There is another thought—make the cleaning company responsible for breakage and you won't *have* much breakage.

But the big advantage in a scheme of this sort is that your lighting units will be kept clean, regularly and thoroughly, without any thought on your part. If you find any difficulty in getting a cleaning company to handle the work go to the electrical contractor who installed your lighting system and enlist his help. He is interested in keeping your illumination up to par. If it gives perfect satisfaction it is a boost for his business. But if it does not give satisfaction, even though it may not be his fault, it is a poor advertisement for him.



Profitable Sales Helps

By Charles Ely

DOES the interior of your store convey instantly to the minds of hurrying shoppers that they are in a drug store where they can obtain anything which they have seen advertised in their favorite magazine?

There are numerous ways of doing this. One which I find most profitable and easy to accomplish employs a strip of composition board 8 or 10 feet long and wide enough to paste full page advertisements. It can be made to fit in that odd dull space which is so difficult to make look attractive in any other way.

I have our slogan—"If you see it advertised in your magazine you'll find it at Cunningham's"—printed across the top in plain type that is readable across the store. The ads are changed each month as soon as the new magazines appear, thus the people are familiar with the brightly colored ads at sight, and seeing them while shopping reminds

them, perhaps of something they wanted or will want. As they leave the store the thought remains in their minds that Cunningham's have the Nationally advertised items, which they wish to buy from time to time and they'll not need to "shop around" any more to find them.

Manufacturers' Samples

Many manufacturers of various kinds of merchandise sold in drug stores, send samples to the merchants to be distributed to the customers. In the majority of cases these samples find their way to that part of the basement located under the sidewalk, and are left to be destroyed months later when a general cleaning up of the basement takes place.



USE OF MAGAZINE ADVERTISEMENTS.

Some time ago the ad man and I noticed that we had many kinds of these samples laying about in the basements of our chain of stores. We collected these and wrote several other manufacturers telling them of our plan and asking co-operation by sending us a liberal amount of their samples.

This made us a varied assortment of sixteen different lines, such as perfumes, powders, tooth pastes, creams, soaps, etc. We made them up in neat packages, one of each of the 12 kinds in a bag, and having enough for about 3,000 packages. A little corner in the general store advertisement announced the event.

Lack of space behind the counters and a desire to get people acquainted with our Electric Appliance Shop down stairs led us to choose the plan of giving each purchaser of \$1.00 or more a ticket with instructions to present same in our new Electric Appliance Shop and receive a package of manufacturers samples free. This took hundreds of people into our new Electric Shop and many new customers were thus made for that shop.

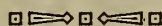
After getting the packages home many were so pleased with the generous samples that they were back the next day and made additional purchases to get another free package before the supply was exhausted. Each customer was handed an issue of the firms bulletin which is published monthly.

The cost and time of arranging an affair of this nature is small and it puts the store in the good graces of the manufacturers and the public at the same time, and proves a splendid advertisement and future business builder.



Interesting Survey of Retail Stores

Practical investigation of retail stores and methods employed in the conducting of them reveals the need of much constructive work and study in the essentials of retail merchandising—Trade journals offer solution of the great problem.



PRACTICALLY every one of the 133 retail stores in Minnesota country towns recently surveyed by the University of Minnesota was found to regard trade papers as their first assistants in the conducting of their business, according to the report of the survey just issued by the University. Most of the merchants said that they subscribed to the chief trade paper in their particular fields, and the majority subscribed to several, and that they read them regularly. Second in importance to the trade papers was placed the jobbers, with the retail associations third. Grocery, jewelry, hardware, baking, drug, furniture, tea and coffee, boot and shoe, music, dry goods and furnishing, men's furnishings, variety and general stores were included in the study.

Every one of the stores was found to extend credit to customers, and no merchant admitted that he sustained any special losses from his credits, and every one stated that farmers were good pay and that seldom was lost money on bad accounts.

The survey was made by Robert C. Line, assistant professor of business organizations of the University of Minnesota, and included in its scope the merchant himself, his age in business and experience; the store, its physical appearance and sales force; the merchandise, its purchase and selling; advertising, credits, delivery, records, competition, both mail order and city stores, the community problem and the question of assistance from the outside.

Ten Minnesota towns lying in the agricultural district and ranging in population from 300 to 1,300 were selected for this survey, the report says. No town was included in the group where there was a factory, a special industry, a college, or any other condition which would create a special local situation making it not typical of the great number of agricultural towns of this particular section.

The trade territory of the towns visited varied from 42 to 400 square miles. In every case it was found that the town was drawing trade only from its natural geographical territory, and in no instance was it found that the geographical trade

territory was artificially enlarged by an unusual drawing power which the town had to offer, either in the way of attractive stores, special amusements, or churches. It was the invariable rule that a town would draw trade up to a point which was half-way distant from its nearest neighboring town. In one or two cases did merchants claim that they actually drew any considerable amount of trade from a neighboring town.

Of types of stores studied, the general store outranked all others in size and importance. Twenty-seven of the 113 stores were general stores carrying groceries, jewelry, dry goods, clothing, foodstuffs, shoes, musical instruments, crockery, house furnishings, and bakers' goods. The average stock carried by the 27 was \$15,055. The largest stock found at any one store was \$40,000. The yearly sales were \$49,111. An average of two persons each was employed to conduct these stores.

"The general stores among the 113 studied placed about 25 to 40 per cent of their total sales on the book," the report states. "The hardware and implement stores charge from 40 to 50 per cent. The groceries, drug stores and bakeries charge about 10 per cent."

The basis of credit is the merchant's knowledge of the customer. No store in the territory covered keeps a credit file and in no town was a co-operative credit bureau found. There seems to be almost no understanding at the time of sales as to when the payment will be expected. The merchants frankly confessed that it was next to impossible to insist upon any definite terms, inasmuch as the farmers had got into the habit of buying goods on an indefinite term basis. Most of the merchants mailed out statements once a month, though a number confessed that they waited until the customer came in to settle, and never made an attempt to get the money before. The large number of stores claimed that their average book accounts did not last over five to six months, and in many cases payment was received at the end of 30 days.

Arrangement of merchandise in most stores was



NEAT ARRANGEMENT OF GROCERY PRODUCTS AT SCHUSTER'S, MILWAUKEE, WISCONSIN.

found to be "decidedly unsystematic." According to the report, the majority seldom had a reason why a line of goods should be located in a particular place in the store. "It was frequently noted," it says, "that lines which should have been near to each other were very far apart and that stock arrangement was such that an extra amount of effort was needed in handling the trade.

It was estimated that the merchants were achieving about 40 per cent of the possibilities of their windows for display purposes. However, some very attractive window displays were found, while in other stores the windows were entirely neglected. It is generally true that the merchants felt that help along the window trimming line was greatly desired. "Not a single one of the stores had an advertising plan. Every man who advertised admitted that he did it in a hit or miss fashion, though a few stated that they tried to do some advertising all of the time."

After stating that 90 per cent of the merchants know practically nothing about the financial side of the business, the survey conductor states: "We are quite of the opinion that many financial statements furnished the commercial agencies and the

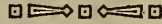
jobbers are the result of guesswork." The stores are deplorably weak in their accounting systems, as evidenced in the fact that out of 113 stores visited 29 used sales slips, while others had no record of individual sales, and computed their daily sales by the difference between the cash in the register at night and in the morning. Forty per cent of the stores have practically no system of books whatever, and these stores maintain in some rough fashion a record of sales and of deposits in the bank but keep no books which give them any other figures regarding their business. Fifty per cent of the stores maintain a rough system of books which shows them approximately what their accounts receivable and payable amount to. These stores did not use double entry sets and the proprietors admit that their figures are only the next thing to guesswork.

"It is evident," the report concludes, "that some concrete and constructive work should be done if we are to see any improvement in country retailing," and as a suggestion as to the practical and logical solution of the problems revealed by the report the trade paper with its tremendous value and influence is recommended.



Moving Merchandise Via "Movies"

Photoplaylet offers desirable opportunity for merchant to advertise his products before theatre patrons in a manner of intense interest—Complete story acted by screen stars in less than one minute—Early visions about to be realized.



By H. H. Dewey

WHAT retail merchant has not at some time or other walked out of the "movie" show seeing visions of the increase in sales that would be his, if only he could harness the power of the motion picture screen to advertise his goods. There the people were sitting, the best people in town, potential customers, hundreds of them already to use their eyes to catch the dealer's message—a veritable gold mine of advertising value if only it could be tapped.

Retail merchants are not the only ones who have seen visions in this respect. Since the early dawn of motion pictures men have dreamed big dreams of screen advertising. Many prospectors sought to tap the mine. Many schemes were hatched. Many plans were tried.

But for years the stereopticon "slide" bearing the merchant's name and the animated "cartoon" mentioning the merchant at its end remained the merchant's only medium of reaching the movie audiences. Both these mediums had their limitations. The best theatres which the merchant was most desirous of getting into refused to show slides because the patrons, who had paid good money to be entertained, resented having to sit through a series of advertising slides between pictures. The animated cartoons—the better grades of them—would get a laugh at the expense of dignity, so both the slide and cartoon failed to place the merchant's goods, its quality and beauty, upon the counter of the silverscreen.

The retail dealer's first real chance to actually reap the benefits of screen advertising came when big manu-



MILLINERY DISPLAY BY J. J. MEYER FOR SENSENBRENNER COMPANY, ST. LOUIS, MISSOURI.



MALINSON SILK DISPLAY BY FRANK FIALA FOR THOMPSON, BELDEN & Co., OMAHA, NEB.

facturing concerns, national advertisers, had short films made exploiting their respective brands. One of these films would be given to a local dealer if he would pay for its display at the theatre. He could attach his name to it. This was all right as far as it went, but these films came along only infrequently and there was no opportunity for continued use of the screen—accumulative advertising value. It was not until the photoplaylet was conceived that the merchant could advertise on the screen as surely and regularly as in the newspaper.

A photoplaylet consists of about forty-five seconds of what, for lack of a better name, we will call the "story" and about fifteen seconds of the merchant's advertising. This story part is as good as the best actors, the finest costumes and most elaborate sets can make them.

For instance, one furniture photoplaylet opens with a bride and bridegroom running the gauntlet from the church door to the waiting machine. Shoes, rice merriment and smiles of a lovely bride fill the silverscreen. It's as beautiful a honeymoon launching as ever greeted the eye of a motion picture camera. Another scene fades in, showing the couple walking up the sidewalk to a cottage. The young man pulls a key from his pocket and unlocks the door. There isn't time in a photoplaylet for titles, as a rule, but everybody knows they have just returned from their honeymoon. They go inside and inspect their nest. Every woman in the audience—and male person, too—shares the pleasure of the bride as she goes from one article of furniture

to another. Then this title—the first and only title—appears: "They started out life right—they bought their furniture at Richards, 1150 Main St." Now on the picture screen a pretty bride is a pretty bride, and the fact that this one appeared in a "minute movie" instead of in a six reel story made her none the less lovely in the eyes of the audience. When a furniture merchant's advertisement contains just as high an entertainment value as the regular feature picture—well, draw your own conclusion.

The "story" part of a photoplaylet paves the way for the merchant's advertisement—it prepares the minds of the readers so that when the merchant's message does come, it is driven home with a punch.

A merchant may, of course, arrange for a number of photoplaylets, one each month, week, or if desired, a different one for every day, and he has the complete advantages of exclusive advertising. Prospective customers may read the merchant's advertisement in the newspaper, or they may overlook it. But, there is practically no question of their reading it—to the very end—when it is thrown upon the screen.

The minds of the "movie" patrons are usually in a receptive mood and when the photoplaylet, made by experts in advertising and moto-photography, gives them this entertainment, and at the same time stamps the urge of the merchant indelibly, valuable publicity is derived and the merchant will note the results of such advertising through the increased sales computed by the cash register.



Another Solution—By R. A. Wolfe

A CERTAIN manager wended his way to the Big City of the West. His keen insight into millinery tendencies and into the millinery mind of the millinery inclined woman is a pleasure to know.

The world is chock-full of theorists, dreamers and well-intentioned chaps, but this manager has ideas. And the wonderful, albeit simple, thing about it all is the fact that he puts his ideas into practice.

So I asked him a question that has been urging for solution for many a moon. It was this:

"How can you educate your salespeople in the matter of merchandise, ways of selling and such other important essentials WITHOUT GIVING THEM OFFENSE—without making them feel your superior knowledge or the fact that you are imparting information they do not possess?"

Mr. Manager reared up, for we touched him on his pet hump.

"By getting their confidence," he said.

"Fine, but how do you secure that desirable relationship?" I came back.

He gazed reflectively at his Chesterfield.

"Well, now you are getting under the skin and to make you understand I must explain one of the methods I employ to establish a relationship that is pleasing to everybody concerned," he said.

I shifted into a comfortable position for I sensed words of wisdom. I was ALL EARS—as the saying goes.

"I begin when the applicant comes for employment. After I am convinced she has the necessary ability to sell hats, I then proceed to sell her myself. By that I mean, I try to instill into her mind the fact that I as manager have been placed there because of experience and knowledge."

The ascending smoke from the Chesterfield in its wraith-like, fanciful evolutions formed a hazy smoke-screen before the mentor causing the impression one sees in those naturalistic Portrait Photographs.

He continued:

"I impress her with the fact that I possess the knowledge that enables me to judge materials and the harmonious combination of colors. Further, that the possession of the knowledge of that unique, indefinable quality called "style" in woman's attire, which includes hats of course, is the result of many years of careful study."

He was warming up now. With eyes betokening sureness of his ground, he went on.

"I sell this young lady my ability as a salesman. I explain how a customer should be welcomed. The necessity of watching a customer very closely to learn what pleases her. I indicate the vast amount of tact, finesse and skill required in making the sale and the personal satisfaction derived in doing so. And what is more, when on the floor I guide her footsteps along the "straight and narrow" of successful selling until her walk on this road is accompanied by the harmony chimes of the cash register."

"Have some Green River*, you're getting dry," I interrupted. He gurgled a mouthful and was on his way.

"I sell her my ability as a manager. I explain the necessity for a manager to supervise, to anticipate needs and styles and to supply them. To maintain cordial relations between the salespeople and the cus-

tomers, the store as well as with one another. One directing mind only is permitted in the management of the department. However, suggestions are always in order and are always given by the live wires. And of course I expect her to be of that type because it is the type I want in my department."

"What personal interest do you take in your salespeople?" was my next question.

"I sell her my sincerity in her welfare. Because her welfare supports mine and then I believe in spreading some of the milk of human kindness. I want her to be happy and contented, for people who enjoy their work radiate good cheer and enthusiasm which sell goods. Beach parties "in the good old summer time," skating parties when Jack Frost is nipping, interspersed with theatre and dancing parties develop and maintain a feeling that I find has a direct bearing on the kind of fits known as profits."

"But granting all that, don't they sometimes grow listless? You know people think their business is just about the worst in the world to be in. How do you sustain interest in their work?" Here I thought is ONE GRAND POSER.

He lit another cigarette and looked at me with a BIG BROTHER smile.

"A man who doesn't inject a little philosophy into his business makes his existence drab, gray, flat and inspirationless. And so I sell her appreciation of millinery as a fine art, millinery as a romance, millinery as a source of education. And I try to do it in this way. Show her how millinery draws on all the world to be supplied with the articles it needs—furs, feathers, leather, chamois, straw, brocades, and the hundred and one things required for Milady's Chapeaux; tell her something of the wonderful manufacturing methods; indicate that a piece of brocade, for instance, has as interesting a life-story as the principal character in the latest, most exciting movie. I explain that wonderful, ingenious minds are devoted to the creation of new ideas in hats. Paris, New York and other style centers are discussed and the reason why they are such. The art essential in knowing just which hat will suit the personality in addition to the face and gown is an accomplishment that can be reflected in her own attire while selling a hat means selling joy and happiness and satisfaction also and therein should lie her pleasure as the giver of that joy."

He was fairly out of breath by this time so I directed his attention to the fact that the Green River* was still coursing joyfully in green pastures.

"And the purpose of all this is simple. I have sold her confidence—nothing more. I have her good will in her attitude toward me as a man and a manager. Whenever I should have the occasion to speak to her, I know my words are seeds in fruitful soil."

Like unto a true philosopher, he became silent. His thoughts wandered "Over the Hills and Far Away." And I sat, my mind a gray blank when suddenly against this dense, gray mental mass appeared a handwriting, brilliantly illuminated, recalling vividly that memorable Biblical scene before Nebuchadnezzar these words:

Thou hast listed unto another solution to that Eternal Problem:

"HOW DO THEY DO IT?"

* (Term obsolete.) Effects of substitutes doubtful.

Evolution of Window Display

This was the subject of the prize winning essay of W. J. Hudson, and recently declared winner in contest conducted by British Association of Display Men—Comparisons of the author relative to display methods sure to interest American display men.



AMERICAN display men will undoubtedly be interested in following essay by W. J. Hudson and awarded first prize in the contest recently conducted by the British Association of Display Men. The essay was first published in *The Drapers' Organizer*, one of the leading publications in England, from which this article is printed:

Skilful training has enabled the modern window-dresser to produce marvelous effects by artistic surroundings. Many novelty exhibits have lifted window-dressing above the level of ordinary business, and placed the art on a higher platform.

The point which window-dressing has reached is regarded by some as but the commencement of a new epoch in shop practice.

The evolution of the window from the early beginnings has been very slow indeed. The pace has, however, been quickened within the last quarter of a century or so, and the art of display is now occupying its rightful position as a medium of selling

goods. Now that the general recognition of the window as an extremely useful and beneficial factor in trading is assured, it is believed that a new spirit in the evolution—which is always going on—will be observable, and that during the next few years the position of the window-dresser will become more important.

The Value of Experience

Window-dressing is an art which requires experience before proficiency is attained, for there are many subtle influences which go towards making a successful display.

The trimmer skilled in the art of showing goods is an important factor in display. The effects he produces are, however, dependent upon two other factors, the window and the goods.

Many firms fail to realize how helpful the frame and the setting are to the success of the business picture. Others seem to be lavish on their expenditure upon the shop front, but careless in the

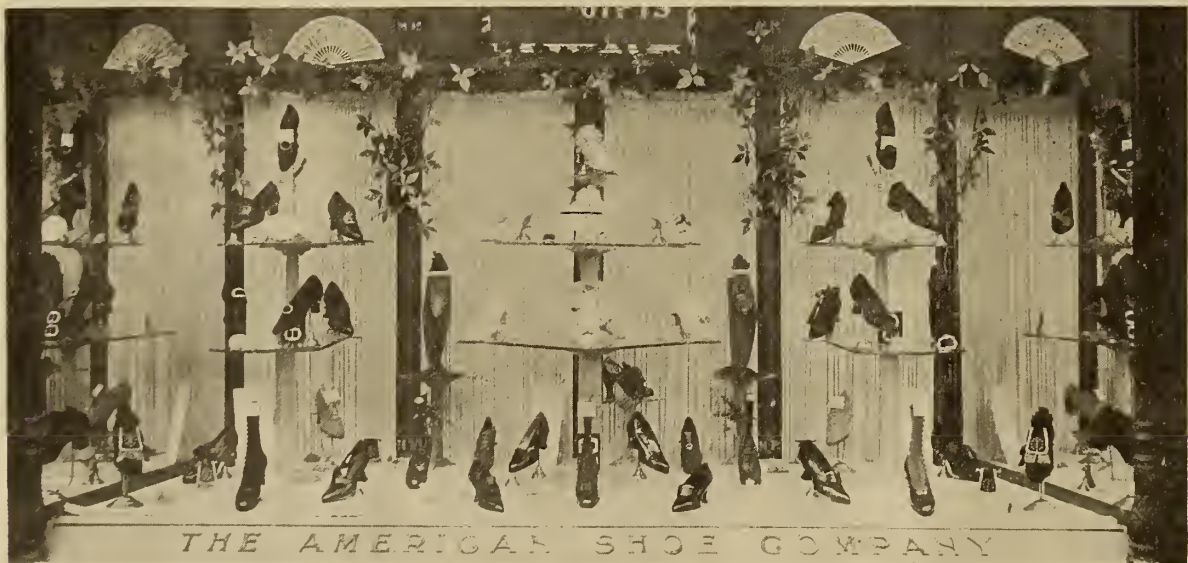


PLATE NO. 1070. DISPLAY BY EDGAR W. LONG FOR THE AMERICAN SHOE COMPANY, LONDON, ENGLAND.

Here is a very attractive display of American made footwear which resulted in a great volume of sales. The background was a cream rep curtain embellished with artificial flowers and foliage and two decorative baskets containing flowers. A large show card suspended from the ceiling. The lettering was cut from white enamelled

paper and placed over a background of cerise tulle. This big show card does not show in the illustration. Several smaller cards were used with the shoes on display, and were of cream colored cardboard with white oval and black lettering. Ladies' high grade American evening and brocade shoes were featured.

provision of suitable goods to show in the window, which may be beautifully appointed and fitted with modern accessories. Again, some firms buy heavily, and expect the window-trimmer to produce an effective display in a window which is old-fashioned in design; the shop front, instead of assisting the display, taking away from the beauty of the goods, making it impossible to dress the windows properly.

An effective and satisfactory window, yielding adequate results, must be well balanced; the frame and the setting should be appropriate, and the goods in keeping with the requirements of those who are likely to frequent the thoroughfare in which the shop is situated.

A Change of Attitude

There has been a change of view taken of the shop window by the heads of large establishments recently. A few years ago high-class shopkeepers looked with disfavor upon window-dressing, regarding catch methods as a little beneath the dignity of the high standing of their establishments, but today, the first-class shop and the gigantic store have made a bold bid for trade, employing the best talent obtainable, and paying high salaries to professional window-trimmers.

While the window-trimmer is ready to make a bold bid for fame, and show that he has thoroughly learned the art of display, he may pause for a moment to consider whether his opinions and those of his employer coincide in the view taken of what constitutes a really good window display. Upon this point there is much difference of opinion, but there are some attributes which stand out so conspicuously as essential that none will deny the importance of the place they should occupy in the mind of the window-trimmer.

Overcrowding is, of course, one of the faults which some show in such a marked degree, trying to crowd in everything they can in a very small space; this is a special idea that most buyers of old standing still have up to the present day. Old ideas which should have been cast away, and up-to-date methods brought forward with the times.

The window, if ticketed, should present just as beautiful array of goods as if the tickets were absent; to secure this there should be no unnecessary cardboard, and loud and vulgar lettering should be avoided. There are some well-defined styles which window-trimmers should thoroughly understand. Styles of dressing are governed very largely by the goods which periodically come up for treatment, either as special displays or as necessary accessories to other seasonable goods. Sometimes such articles are so distinctive that they are best shown in a separate window, even if a small one,

and their very nature is so pronounced that the method of showing them is limited to one or two styles.

During the last few years the change in styles of window-dressings has not only been very marked, but it has been controlled largely by outside influences.

We are apt to think sometimes that in this "nation of shop-keepers" is found the highest ideal of retail trading.

External Influences

During the centuries which have elapsed since the quaint open shop presented a window front to the buying public, the evolution which has been going on has been more or less influenced by the introduction of goods from foreign markets, and by knowledge of how those goods are likewise displayed.

International trading resulting in an interchange of fashions was fostered by the Great Exhibition of 1851, which, from its international character, admitted the arts of many nations which left their mark upon the people of this country—in drapery as much, if not more, than anybody else. During more recent years American storekeeping has had a marked influence on the tactics of the English trader, and in many instances English firms have engaged American trimmers as their head display men. No doubt American methods have their uses and supporters. It may, however, be a matter of controversy how far American ideas are acceptable to the buying public in this country. Unquestionably the competition which has been created by the introduction of American plans in draping windows has forced the English draper to adopt, even in a modified form, the principles of American display.

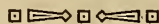
In discussing the English and American ideas of dressing, it must be admitted that, although the selling value of many American windows is small, there is an attractiveness about the beautiful artistic drapery, as well as the novelty element so largely at the front in American window-dressing schemes.

It has been said that "the American adaption of window-dressing in England resolves itself into windows taking a big hand in salesmanship, whereas in America the business making is transacted inside."

The aim of the window-dresser should always be to achieve the greatest success with the minimum expenditure of time and space, and the successful window-dresser of the future will be the man who keeps pace with the times, and improves his skill in artistic display proportionately to the improved appliances and apparatus at his disposal.

Observations and Suggestions

Prominent architect discusses display windows and offers suggestions for solution of several annoying problems—Displays of great civic value—Indirect street lighting to overcome distracting element due to present system of illumination.

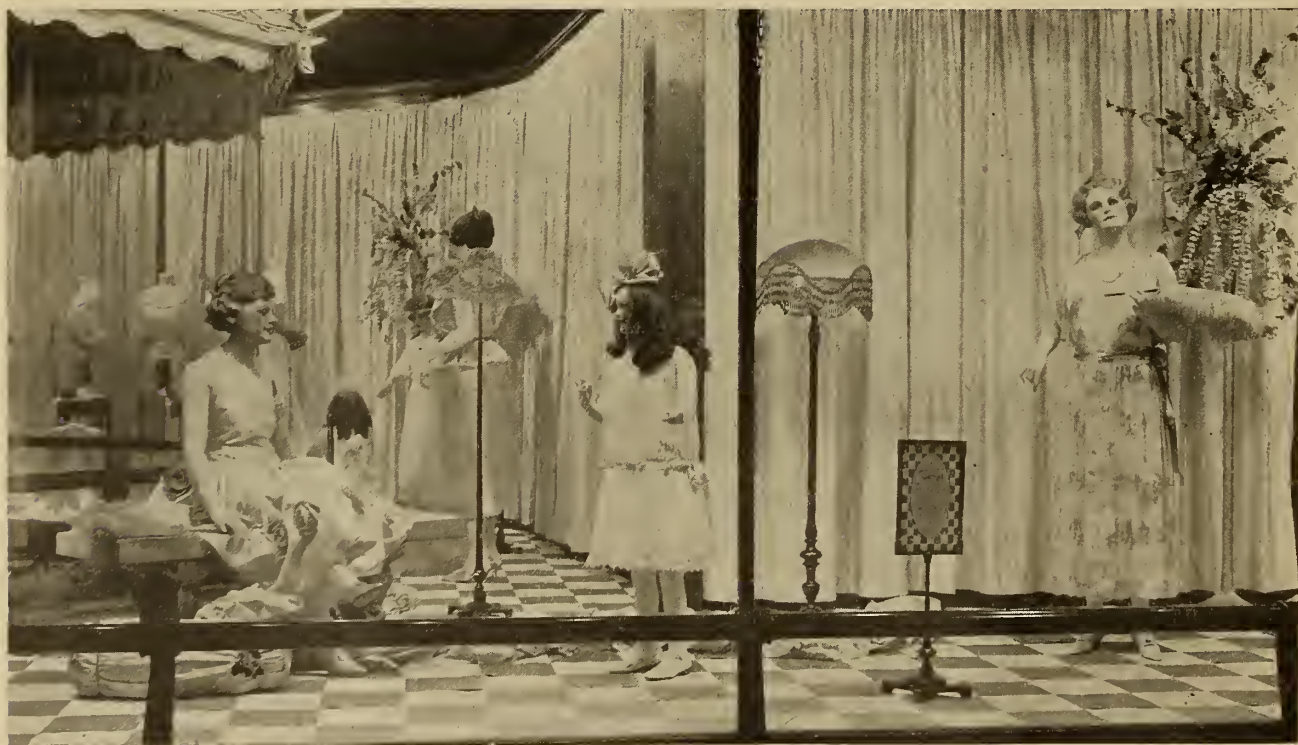


YOU can send out literature boosting your city, which is very good, yet a far greater attraction—a far greater asset, is to plan your windows so well and design so appealingly that people going through your city will carry away with them the impression of artistic beauty and progress." In this fashion, Carl Gould, well known architect of Seattle, spoke at a meeting of the Seattle Displaymen's Association, March 8th. In his talk, Mr. Gould covered many subjects, bringing out certain points, which apparently, heretofore, concerned the displayman in a rather abstract way, but, which, upon such able presentation, planted an idea or two of practicableness. Mr. Gould's talk is being quoted in part:

"Every community should have its own style of display. By that I mean that it should evolve its own personality, and visitors to the city will readily detect this individuality. Just as one person warms up or

appeals to a circle of acquaintances, and friends, in like manner, one store's displays appeal to one group of patrons, while a competing store, even though handling the same line of merchandise, makes its appeal in a different manner to another group of customers, and, therefore, I believe that no store should take over another's idea, but should develop its own window personality.

"To say that it is of immeasurable value and help to the displayman to see new ideas of displays, and since none of us are sufficient unto ourselves to shut ourselves from new ideas, we must adapt and learn; but in so doing, we should not merely imitate and duplicate certain stunts or features; rather in his adaptation, the displayman should present something individual and go the original feature one better. In defining the part a displayman plays, we could safely say that he is the artist in your commercial center,



OPENING DISPLAY BY F. B. WALDO FOR C. F. HOVEY COMPANY, BOSTON, MASS.



DISPLAY BY CARL GOETTMAN FOR JOSEPH HORNE & COMPANY, PITTSBURGH, PA.

and who, through his beauty of arrangement and ingenuity, arouses the emotions of your city.

"To what is a window display compared? Why, to a picture, to be sure, and moreover, it should be like a picture hung in a gallery. All of you have noted the tendency to get away from the massive picture frames. So has the window architecture evolved from the heavy massive exterior to a lighter finer reveal, patterned after the interior details of the store, and being likened to a picture, the arrangement should be such that the best light possible will be obtained during the day. And at night, the lighting effect, to my mind, should be along the lines as noted in a picture gallery—not a glare, but an even, subdued illumination, preferably from above. But more than a picture gallery during the day, your window should be a miniature theatre at night. This is the one big thing: Make your window effective through illumination. Make it a thing of life, of beauty and even of color and in the last (color) I have perhaps projected a new idea. Here is a subject to which the displaymen can give considerable study, that is, the use of foot lights and spot lights, in colors—for instance, in amber, light blue or rose, depending on the occasion and display.

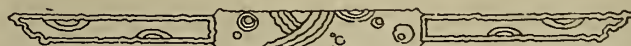
Better Street Lighting

"From the study given lighting, I have found that the present style of street illumination is a distracting element to window displays, and I make this suggestion, that not only for improving the lighting of streets of the city, but to assist the displaymen to produce better window effects, that an extensive experiment should be made of the use of indirect street lighting, in this way eliminating all glare.

"From observations I have found that windows at times have been too shallow, too narrow and small to give the displayman an opportunity for the proper development of his ideas. The drawing, trade pulling power of window displays is not to be questioned, and so the amount of space should not be curtailed, but extended to the limit of the store's capacity.

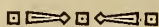
"Another idea which the average window man will do well to keep uppermost, is to trim his windows with the idea of visibility from the opposite side of the street."

The use of store signs projecting out over the side walk was condemned by Mr. Gould. Their presence during the day was even more objectionable than at night in so far as they impressed the speaker.



Wanted—Sale Window With “Punch”

Lack of proper consideration and effort result in general inefficiency of “sale windows”—No excuse for placing poor displays—How to decisively test the value of window displays.



By George B. Scott

ELBERT HUBBARD said “When you work for a man, for goodness sake, WORK for him.” From evidence gathered in looking over sale windows recently, it would seem that displaymen generally would do well by perusing Mr. Hubbard’s writings and thereby imbibe a little “Pep.”

What excuse for placing a poor looking sale window simply because you do not feel that it can be made to appear as good as your regular season showings? Not an excuse in the world and if you stop to consider you will see the point. Ask yourself “Why is a sale?” and you have the answer “To stir up business during the season when buyers are scarce.”

Now, let us imagine that we have a lot of good looking, stylish suits and overcoats to sell at a special price of—say \$38.75. We prepare a cracker

jack newspaper ad, and send out letters to a long list of customers and prospective customers announcing that for a short period we are featuring remarkable values in Huppenheimer, and Mart, Haffner & Sharx, finely tailored, all wool, ready-to-put-on, suits and o’coats, worth up to \$60, for the low price of \$38.75.

The displayman is now supposed to complete the link in this campaign with a display that has the selling punch. Forceful, to-the-point, news ads, carefully worded letters and a snappy window are going to move these thirty-eight-seventy-fives, and move them quickly.

But Mr. Displayman is busy planning spring displays. He thinks, “Pshaw—another punk, jammed-full sale window—I’ll shoot these in there in a hurry.” He does, and let me say that this is



DISPLAY BY P. F. HERTZIG FOR THE HUB CLOTHING COMPANY, GRAND RAPIDS, MICH.



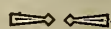
DISPLAY BY ERNIE H. MEIER FOR THE PLYMOUTH CLOTHIERS, FORT DODGE, IOWA.

not fiction, he shoots them in alight and they look it. "Shot" is just the word. The description is perfect. Do they look like \$50 and \$60 clothes for \$38.75? They do not. They look like \$15 clothes marked up.

Wrinkles, poorly pressed, carelessly draped and wretchedly padded on forms, they are sorry examples of the displayman's art. In dozens of high class stores of the middle west, I saw them and the number of really carefully dressed sale windows I saw about two. I questioned a few men as to why they didn't put some ginger into their February displays and the substance of their replies was "Why work?"

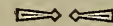
Why should a displayman ever feel the necessity of apologizing for poor displays? What would you think of a baker, if, when you went into his shop, he said—"Sorry, Sir, our pies and cakes are bum now but they'll be fine in the spring."

This is not a thery but a fact. The carefully dressed show window, in which every garment is perfectly arranged, will attract more buyers than will the display that has been "shot" in. If you are dubious—take two sections and in them display suit values of even merit. Arrange one display carelessly and the other painstakingly. Then watch the sales from the two displays. If the best display doesn't sell the most suits then I'll buy you a new hat.



WILLIAM H. Hinks, display manager for J. W. Thomas Company, Minneapolis, Minn., was the judge of window displays in the contest recently held at Mankato, Minn., in conjunction with that city's Spring Style Exposition.

TO Howard S. Crabb, display manager for Belch-Loomis Hardware Company, Providence, R. I., goes the distinction of having placed the winning display in Class A of hunting materials and accessories in a window display contest conducted by the Winchester Repeating Arms Company. In addition Mr. Crabb was awarded the super-prize which went to the best display in all divisions of the contest. There were four classes, according to the size of the towns in which dealers in Winchester products were located. The first prize in each class was \$100, with a super-prize of a like amount.



THE Montgomery Fair, Montgomery, Ala., conducted a most successful Department Manager Sale during the month just closed. Each department manager had complete control in his department and he was allowed to handle sales of merchandise as he deemed best for the department. This method put each head on his mettle and resulted in the greatest effort toward the success of the event. Many special values were offered the public through the department event.

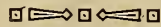


Officers Re-elected at Salina

AT a recent meeting of the Salina Displaymen's Club, Salina, Kansas, at which every member of this progressive organization was present the annual election of officers was held and resulted in the re-election of those officials who have been instrumental in the great success of the local during the past year. They are: President, R. S. Griffec; vice-president, C. F. Richardson; secretary and treasurer, W. L. Stensgaard.

State Street Notes

Spring opening displays remarkable examples of creative genius—Seldom has State Street been more beautiful—Window cloth, artificial flowers and composition board combine to make great series of displays—Merchandise of indescribable beauty



Beautiful creations of designers who have, in their efforts to present those things of delight and distinctiveness, had recourse to the world's geography were displayed in all their brilliancy and rare beauty during the Spring Expositions of Chicago's great stores. Never before have materials of such richness and exquisite beauty been placed before the public gaze; styles and motifs drawn from the ancient lands of culture and beauty and in which style tendencies of

courtly times is noticeably absent. The interpretations of previous seasons have been crowded off the stage of fashion to make room for style motifs of the western world intermingled with and influenced by the gorgeous colors of the Orient in which are fashion interpretations reminiscent of Egypt, Persia, China and India.

The stages and settings on and in which these rare things of beauty were exhibited were in complete



SPRING OPENING DISPLAY BY A. V. FRASER FOR MARSHALL FIELD & CO., CHICAGO.



DISPLAY BY ALLAN H. KAGEY FOR MANDEL BROTHERS, CHICAGO.

accord with the brilliancy of the merchandise and fashions and if the latter presented original and beautiful creations the show windows in which these items were displayed were fitting settings for the most elaborate fashion shows. Rich beauty, with most artistic presentation of architectural features, rare color combinations, and for the most part simple in design, were outstanding essentials of the most artistic series of settings ever witnessed on State street.

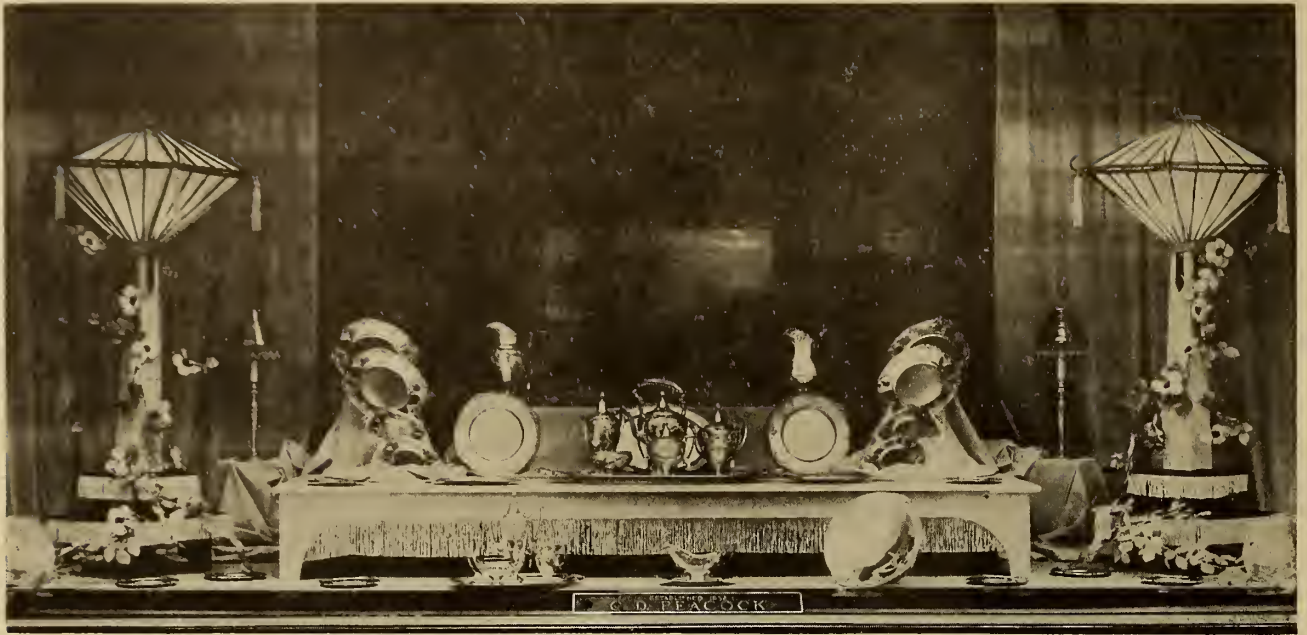
A. V. Fraser's Beautiful Displays

The illustrations shown in conjunction with this review are amply clear to present a good general idea of the treatments of the various windows. A noticeable feature of the State street windows is found in the many styles of treatment. A. V. Fraser, director of displays at Marshall Field & Company presents a rare series of windows, perfect in period interpretation and color harmony and offering an unusually artistic treatment of cloister cloth as a main decorative feature. Flowers and foliage designed by Mr. Fraser and colored to his specifications present the most exquisite floral embellishment seen on State street in many seasons. The unusual creative ability of Mr. Fraser again manifested itself in a remarkable series of original pieces. Three different themes were depicted in the Fraser series. For perfect adaptation of architectural features, and artistic handling of materials, along with the rare color harmonies provided

in general treatment Mr. Fraser's series of 1920 Spring windows, rank among the greatest works of this great artist.

Boston Store Windows Attractive

Mr. McCormack who directs the display department at the Boston Store again delighted the public with a remarkably clever set of displays bringing out a most artistic and practical window treatment in which composition board, painted and designed, formed the prominent background feature. Four massive vases, made of plaster and treated with aluminum leaf and then glazed, were items of attractive interest and served as extremely pleasing accessories to the general setting. Great French carved doors in the center of the big Madison and State Street window were glazed following the application of aluminum bronze. Two large lamps, novel in the design and made of wood, suspended from the ceiling. The floor was made of large composition board blocks in two tones of green with stenciled design in center of each block. The two-tone green effect was also applied to the background. The entire setting, one of exceptional merit, was designed by Mr. McCormack and constructed in the display studio of the Boston Store. Owing to the short time these windows were in place and to the unsatisfactory conditions for photographing we regret inability to reproduce here at least one of Mr. McCormack's Spring opening windows. These



BEAUTIFUL DISPLAY ARRANGED FOR C. D. PEACOCK, CHICAGO.

beautiful displays were removed after four days to make room for a special sales event featuring children's Easter dresses.

What is generally accepted as one of the most artistic and perfect treatments of temporary background setting for the show window is presented through Allan H. Kagey's treatment of the displays for Mandel Brothers. Seldom has the perfection evidenced through this remarkable series of displays

been approached, and the detail treatment as evidenced through the construction of the unusually attractive backgrounds has been instrumental in bringing hundreds of testimonials to Mr. Kagey. Artists, architects and interior decorators of great prominence have expressed great admiration for the latest Kagey accomplishment.

Two paintings of unusual merit form important adjuncts to the background which is of composition



ONE OF MR. BEAVER'S FINE DISPLAYS AT THE HUB, HENRY C. LYTTON & SONS, CHICAGO.

board. Between the paintings is an arch-like alcove in which is placed a tall, hand-carved basket-stand filled with flowers in rare metallic colorings. Two tall floor lamps with gold bases with ivory tops over deep red plush occupy a prominent position in center of the big corner window at State and Madison streets. A great door finished in bronze, and an interpretation of one of the French periods, and hand carved, forms the center of the background directly to the rear of the intersecting points of the two windows. Doors of this character are also used at sides of display. Beautifully carved wood fixtures are used. Great masses of flowers are used behind French doors. The permanent floor of marble blocks was in perfect harmony with the general treatment.

In the artistic and exceptionally strong displays in place at The Hub, Display Manager Beaver, has cleverly brought out the tremendous advantages of Cloister cloth as a window decorative necessity. The versatility of this material has never been questioned but heretofore its application for strictly decorative purposes has been rather infrequent. Mr. Beaver, like many other great artists, has fully realized the tremendous value and practical qualities of this cloth, and a more attractive and pleasing window treatment than that afforded by its application in the Spring opening displays at The Hub would be difficult to find. The material, grey, with striking border of red, black, and blue

design was used as the background for all the displays of this great men's clothing house. In the center of each window, with cloister cloth serving as side drapes, was a scenic painting in Spring colors, forming a most attractive combination. Rugs of the same material as the background and similarly ornamented were used on floors, and smaller pieces in like design served as individual mats and fixture coverings.

Another fine treatment of jewel windows was brought out in the displays at C. D. Peacock's where plateaus beautifully embellished with satin coverings ornamented with gold border, played an important part in the success of the showing. Side drapes of lavender tone were used to advantage in completing a beautiful color scheme. Unique reed lanterns, silk lined, were artistic features, and flowers, in pastel shades, were gracefully applied to the window back-railing and to the sides of windows as well as about lantern bases. A display of silverware midst a most delicate setting of satin and artificial flowers attracted great attention and the display is reproduced herewith.

Display Manager Herr, at The Fair, was another to put forth special effort in making 1920 State street displays affairs to be long remembered for their great beauty and originality of treatment. Composition board used in conjunction with beautiful designed plush velour drapes, formed the background of exceptional merit while a new treatment was presented in bordered



A MILLINERY WINDOW BY A. V. FRASER FOR MARSHALL FIELD & CO., CHICAGO



DISPLAY MANAGER HERR'S BEAUTIFUL DISPLAY IN STATE-ADAMS WINDOW OF THE FAIR, CHICAGO.

and decorated grass rugs. A good general idea of Mr. Herr's attractive opening displays may be obtained from the illustration used in conjunction with this report.

H. Oehler, who has charge of the display department at Wiebolt's store at Lincoln, School and Ashland Ave., installed for this big store the most attractive set of displays ever presented through its show windows. Mr. Oehler has thirty-five windows all of them presenting creations of rich beauty fittingly placed midst most compelling surroundings. The big window at Lincoln Ave. and School street has a great drape curtain in the background with a rich color scheme of leaf green and gold. A beautifully designed bench and oriental floor lamp were in perfect harmony. Four evening gowns were shown in the window. Other windows of the series were in keeping with the general scheme employed in the window described and have prompted considerable favorable comment.

D. W. Moyer, at Chas. A. Stevens & Bros., came out with a complete line of new fixtures made to his design and in perfect harmony with the beautiful walnut backgrounds recently installed. As usual the gowns and other items, shown by Mr. Moyer, presented a wealth of beauty in material and a veritable riot of

color. In the great island window Mr. Moyer used for the first time a set of ten of the latest type of wax figures. Following his custom of past years no attempt was made to introduce decorative features, the Moyer method of displaying merchandise which makes every showing an elaborate one has been observed as usual. What has been said of Mr. Moyer's showing aptly applies to Carson, Pirie, Scott & Company, where Mr. Tannehill holds sway. No attempt was made to inject unusual decorative features, but an elaborate series of windows presenting gowns and materials of loveliness and indescribable beauty attracted unusual attention.

An annual event of great importance and one which attracts wide attention throughout the country is the Marshall Field & Company Home Furnishing Exhibition. This year's event was opened March 22nd on a larger and more elaborate scale than ever before. A series of more than thirty newly furnished model rooms presented valuable suggestions for the new home. In connection with the Home Furnishing Exhibition were many interesting features, such as the impressive demonstrations in Oriental rug designing and weaving. Another attraction was a working exhibit from a prominent pottery with an expert potter at work.



Milwaukee Style Week Big Success

Second annual Style Week presents elaborate program—Thousands of visitors attest the popularity of the market of the Great Northwest—Window display contest outstanding feature of show replete with interesting attractions.



THE marked success of the second annual Style Week held in Milwaukee during the week of March 8-13 has resulted in the formulating of plans for a permanent Milwaukee Style Week Committee, the duties of which will concern themselves with regular Spring and Fall fashion and style shows and other special events and occasions when the stores and show windows may play important roles in boosting Milwaukee as the great market of the Northwest.

Already temporary committees have been announced, and the retail section of the Milwaukee Association of Commerce is co-operating with the former committees with the energy that foretells the success of the undertaking.

The big 1920 Style Week, the success of which resulted in the latest movement of a permanent organization, was heartily supported by the most

progressive merchants of the city, the city administration, Association of Commerce and many civic institutions. As a result of this enthusiasm and the activities of the various committees practically every merchant in the city supported the event through financial aid and participation in the great window display contest conducted in conjunction with the main event. More than 200 retail stores entered the window display competition, undoubtedly the biggest and most successful event of its kind ever conducted in this country.

The city was divided into ten display districts with prizes to the best three displays in each district. So keen was the competition that in practically every district the board of judges was forced to make several special awards of merit. It might be noted here that in a competition of the class and size of the Milwaukee event a more suitable plan of



PLATE NO. 1071, ONE OF L. S. JAMES' WINNING DISPLAYS IN THE MILWAUKEE STYLE WEEK DISPLAY CONTEST.

Here is an illustration of one display which formed a part of the beautiful series placed by Mr. James during the recent Milwaukee Style Week. The displays were pronounced first prize winners in the Upper Third Street District, and, in fact, were conceded to be one of the best series of displays ever seen in Milwaukee. A remarkably clever decorative treatment in Grecian style of art and architecture was

produced by the display man, and in the construction of the series cloister cloth was used to great advantage as a background and floor covering, and was further artistically handled over fixtures and in draperies. The series of beautiful paintings which aided greatly in the artistic effect of the background was the work of Paul Honore, a Detroit artist.



DISPLAY BY KRESS SHOE SHOP, SECOND PRIZE IN TWELFTH AND VLIET ST. DISTRICT, MILWAUKEE CONTEST.

competition and judging should be provided than the one used in this recent contest. In such a feature, where hundreds of stores in various sections of the city compete, the stores should be classified according to lines of merchandise carried, thereby eliminating the undesirable situation of a hardware store forced to compete with the ready-to-wear, dry goods, department store, men's clothing store, etc. It is quite impossible to equitably judge such classifications when pitted against each other in a single class, and when the points for consideration make no allowance for the many handicaps suffered at the very outset. This error is frequently made, but had the Milwaukee Style Week Committee anticipated such a big list of entries, no doubt the conditions and rules of contest and methods of judging would have been revised with provisions made for the better and more equitable classification of displays and points of judging.

Following is a list of winners and stores given honorable mention for exceptional merit in display:

DOWNTOWN DISTRICT—1st prize, The Avenue Millinery; 2nd Prize, Rank & Motteram Co.; 3rd Prize, Tillema Candy Company; Honorable Mention, E. F. Bretz Company, Weber's Candy Store, Bedell Company, Reel Quality Shop, The Unity, Garretson's, and Capper & Capper.

UPPER THIRD STREET—1st Prize, Ed. Shuster & Company; 2nd Prize, Rosenberg's, Inc.; 3rd Prize, Guenzel & Lucas; Honorable Mention, C. Niss & Sons, Inc., and Field's.

GROVE AND NATIONAL AND 11TH AVE.—1st Prize, John Peter & Sons; 2nd Prize, H. J. Oberst; 3rd Prize, F. H. Rambowe; Honorable Mention, Federal Tire & Supply Co., Empress Millinery, and William Root.

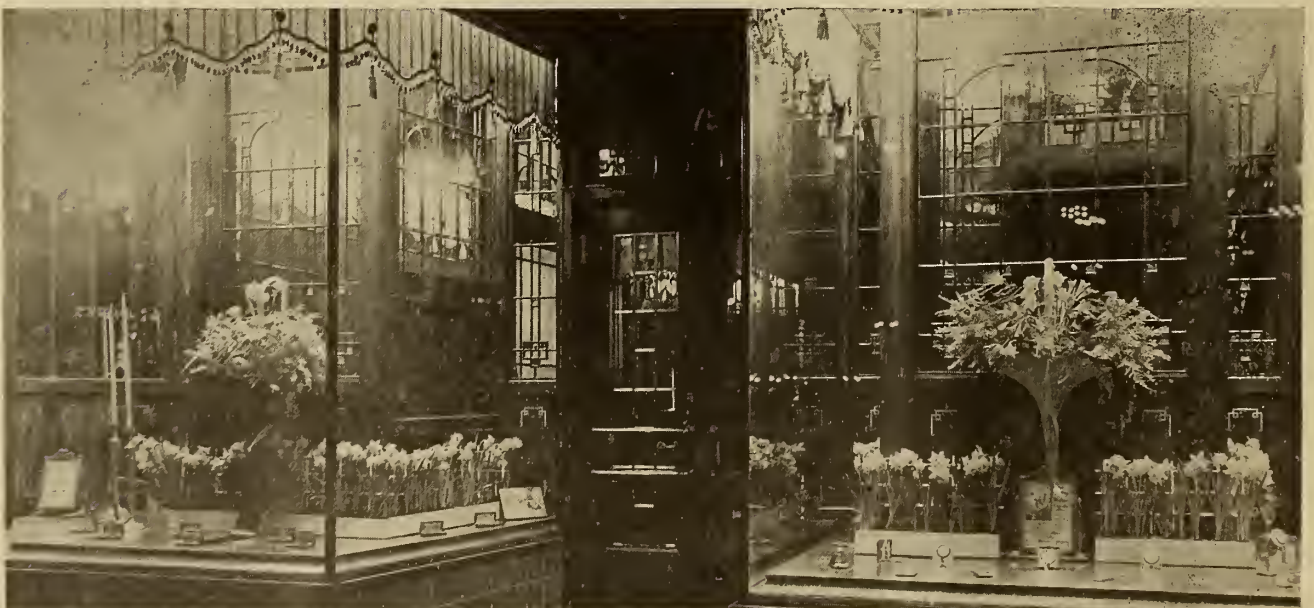
MITCHELL STREET—1st Prize, Ahrens & Vahl; 2nd Prize, The Grand; Honorable Mention, Czechorski Shoe Co., Celichowski & Capinski, and Jandt & Bluemel.

NORTH AVENUE—1st Prize, Dorsen's; 2nd Prize, F. O. Balch; 3rd Prize, Rothstein's Department Store.

FOND DU LAC AVENUE—1st Prize, Chas. W. Meyer & Sons; 2nd Prize, Freis Millinery; 3rd Prize, Liesenfelder-Schwister Co.; Honorable Mention, American Household Furniture Company.

12TH AND VLIET STREETS—1st Prize, Jos. L. Ripple; 2nd Prize, Kress Shoe Shop; 3rd Prize, Bitkers.

GREEN BAY AVENUE—1st Prize, E. J. Rohn; 2nd Prize, Palace Clothing Company; 3rd Prize, Hoffman & Schnell.



DISPLAY OF RANK & MOTTERAM, SECOND PRIZE WINNERS IN MILWAUKEE WINDOW DISPLAY CONTEST.



DISPLAY OF JOHN PETERS & SONS, FIRST PRIZE WINNER IN UPPER THIRD ST. CLASS, MILWAUKEE CONTEST.

LINCOLN AVE. AND BAY VIEW—1st Prize, Wanda Toetki; 2nd Prize, Lincoln Clothing and Shoe Co.; no third prize.

TEUTONIA AVENUE—1st Prize, O. V. Elsner; 2nd Prize, Rudolph Steller; Honorable Mention, Stock Brothers, C. C. Loose & Co., and Boettcher's Millinery.

The success of Milwaukee Style Week, though attributable to the co-operation of several organizations and individuals, is, in the main, due to the efforts of E. F. Bretz, chairman of the General Committees, and to his various sub-committees. H. L. Ashworth, who so ably directed the publicity work of the 1919 Style Show, was again at the head of the promotional work and served as executive secretary of the General Committee, gaining for himself and Milwaukee new honors. The chairmen of the various committees and members of the committees include—E. J. Bretz, Chairman General Committee; Walter E. De Haas, Secretary; S. J. Queeman, Treasurer; H. L. Ashworth, Executive Secretary; A. E. Krug, Chairman Finance Committee; Henry W. Rank, Chairman Publicity Committee; J. B. Roy, Chairman Window Display Committee; Henry H. Stecher, F. H. Stover, Harry Levine, L. E. Rosenheim, H. C. Heffren, Leo K. Fishell, Henry Thenece, J. J. Klawitter, Clarence C. Niss, Harry Lucas, M. J. Herman, Frank J. Edwards, F. C. Davis, Henry J. Oberst, E. H. Breithaupt, Paul F. Netzow, S. Dorsen, P. A. McBride and A. R. MacDonald.

The displays entered in the window display contest were judged by W. G. Murray, Burdick-Murray, Madison, Wis., and President of the Wisconsin Retail Dry Goods Association; Dudley Crafts Watson, Director of the Milwaukee Art Institute, and James W. Foley, Editor of *MERCHANTS RECORD AND SHOW WINDOW*.


April Cover Design

AN INTERESTING example of a temporary background for the show window is presented through the design reproduced in full color on the front cover of this month's *MERCHANTS RECORD AND SHOW WINDOW*. It is a simple treatment, yet one of decided effectiveness, attractive in design and subject and offering opportunity for its use in various displays.

This suggestion is particularly appropriate and interesting because of its great practical value which is found in its adaptability. The main frame work may be constructed of wood or reinforced composition board, with landscape painted on a great canvas, the latter presenting the opportunity of immediate change. The bird screen and platform base may be made of composition board, reinforced, or from lumber. In this particular setting the screen panel forms the determining factor in the character of the background.

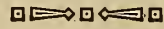
An opportunity for use of artificial flowers is offered to advantage through the board screen, the application of flowers as embellishment being at all times desirable and a method of adding a degree of attractiveness. The coloring of this background may be handled according to the taste of the display man, providing the colors are in harmony and suitable to the season typified by the general subject.

The bird screen may be simply painted or it may be covered with velour with painting on covering; the latter, though the most difficult method, would result in a most beautiful effect. However, unless the display man is unusually clever with paints and brush, it is not advised that he attempt high class subjects.



Notes from New York

Elaborate preparations for "Art Week"—Displays of unusual beauty with many spectacular features—What the stores will do—Rossiter goes to Filene's—New plan for speeding up effective salesmanship inaugurated at Macy's—Namm's stages elaborate fashion show—Fixture men report biggest season on record.



By F. F. Purdy.

THE time of writing these notes is sufficiently close to "Art Week" to forecast a considerable part of the elaborate preparations that are being made by the leading Fifth avenue department and specialty stores for that event. The general trend of it was given in our last issue. One feature of special interest to display managers is that the windows will be open, without drawn shades until nearly midnight, under a fine blaze of illumination. This will be something new for B. Altman & Co., for instance, the shades of the house being regularly drawn except during business hours, without an exception that can be recalled since its location on Fifth avenue. The movement for a successful and general celebration is gathering force, and the week following Easter—April 5 to 10—will bring thousands of people to town, including no doubt a great many merchants who want to see how New York will conduct a great commercial art exhibit of merchandise.

The succession of blocks along America's greatest avenue will blend into each other beautifully, with a different treatment of the fronts of each store. There are spectacular exhibits, and there are displays where the finest disposition of merchandise with the aid of new lighting effects and skillful use of flowers will exemplify the co-operation of the house. Mr. Frankenthal, at Altman's, is putting in the finest creations in dresses, coats and suits and ladies' apparel and auxiliaries generally, in combination with a beautiful floral setting, in which the vases and receptacles generally that are used, and which harmonize perfectly with the flowers, have been made at Altman's by an artist in wood who has long been a valued member of the Altman decorative staff, and whose ability to produce forms in wood is only equalled by his skill in coloring them. These fine Altman windows, running all round on Madison as well as Fifth avenue, and side streets—are being put in the Thursday before Easter, and will be in fairly well through Art Week, before there is any change.

Mr. Berg, of Bonwit, Teller & Co., has been arranging for a display of the finest merchandise, with special floral decorations and a special lighting system installed for the first time.

Mr. Munn, at Franklin Simon & Co.'s, is putting in some striking exhibits of the finest merchandise, starting at the corner window with a bridal scene and the bride and bridesmaids fully caparisoned, while an adjoining window has a demonstration of the extent and daintiness of the bride's trousseau complete. As many boys and girls are expected to participate in some of the "Art Week" exercises on the avenue, with thousands of others as observers, Mr. Munn is arranging a window in which a Maypole surrounded by children will be a central feature, with a beautifully painted rural scene for the background. Flowers are to play an important part here, in harmony with the season, while the merchandise is not to be dwarfed or lost sight of, in connection with the carefully designed beauty of the whole front.

The main window of Mr. Tormey, of Best & Co., will be a child's party window, in which the fashions for children originated by the house will be shown. At one side a doll clad like a little sister of the rich is playing on a lilliputian piano, while on the other side a tea wagon will be featured, with another little maid serving a group of her guests with tea. A fine large cluster of flowers in the center will harmonize with the color scheme, pink and green, which hues prevail in the child's dresses, while hats are shown to match. Plenty of the dresses, by the way, are real evening gowns for children, which are a specialty of the house, which is quite a headquarters for children's party dresses. The Best & Co. front, entire, will show a noticeable French trend, with merchandise in millinery, hosiery, bags, blouses, etc., which the buyers of the house have secured on their recent trips to Paris. The exhibit of hosiery will contain a pair of lace hose priced at \$100.

Lord & Taylor will have a spectacular display

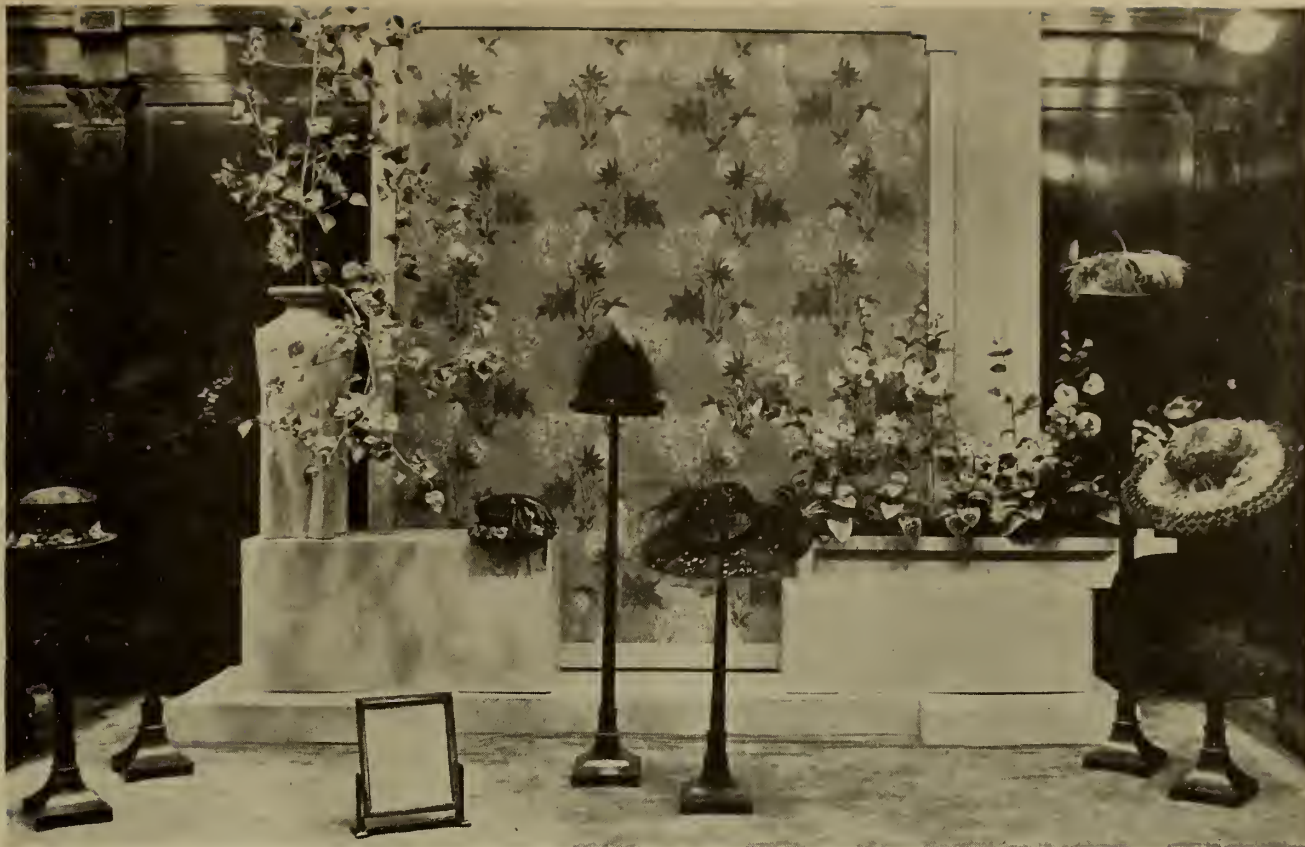


PLATE No. 1072. DISPLAY BY T. GUY DUEY FOR WURZBURG'S DRY GOODS COMPANY, GRAND RAPIDS, MICH.

This artistic display presented a novel and beautiful treatment of background made of imported Scotch madras of beige coloring. The flowered designs were treated in shades of pink with yellow centers and foliage in shades of green. The base and side frames were finished in sandstone with ochre colorings, as was all the architecture in this display. Lilac sprays in tones of blue and green with lavender

blossoms were shown growing from a great urn at the left while a flower box at the right held morning glories and geraniums, beautiful in delicate French pastels. The floor was covered with a great rug of fawn shade velour with fringe in a trifle heavier tone. A beautiful card was executed in colorings manifested in the morning glories and geraniums.

which Mr. Weisgerber has up on the top floor and will be installed in the windows to the delectation of the multitude. Various statements have been given by rumor to the cost of this exhibit, which runs far up into four figures. Lord & Taylor date back around a century, and are interested, in connection with the promotion of "Art Week," in featuring the styles in vogue from early days to the present, as well as of the personnel and history. They have, from their age, a special incentive for a treatment of this kind, which it is assumed will not be at all neglected in the exhibit that is being arranged. Arnold, Constable & Co. date from fairly near the same time, starting as Arnold & Hearn, the junior partner of ye olden time branching off as the founder of James A. Hearn & Son, who are doing a most successful business in staple merchandise down in the old Fourteenth street district. Mr. Schmidt, of Arnold, Constable & Co., being located "on the avenue," will no doubt feature the historical side amply in his displays. Most of the houses, however, while preparing fine floral and other decorative settings, will keep merchandise and its demonstration as a prime object, however, beautiful the windows.

James McCreery & Co., whose windows are on the 34th street, just off the avenue, have a long and narrow Fifth avenue entrance. They are distinctly in this "Art Week" pageant, and Mr. Beyer has been evolving some unique and handsome features. To start with, there will be shown for the first time, the entire change that is being made in the lighting effects. Foot reflectors will be run clear across the entire 34th street front. There will also be installed floors and backgrounds of caenstone in the same stretch—that is, in the half of it from the entrance running toward Fifth avenue. The caenstone background will be installed in front of the familiar mahogany background of McCreery's, with a foot or two of space between. This arrangement will be a new idea; the windows can not only be dressed from the background forward, but can also be dressed from behind the background, for the caenstone is made to be installed in sections, and so arranged that it is easy to get different settings by placing and replacing the various units of which it is composed.

Two specially fine windows are being arranged—the center window of each trio to each side of the entrance. The center window of trio toward Fifth

avenue is entitled "April showers," as Mr. Beyer is giving a name to each window, the display of each to live up to its name. The caenstone wall has two oval leaded glass windows, one at each side of a large arch, in front of which is a large bronze gate. Looking through the gate is a beautiful rainbow suggestive of the passing storm, while the sky takes a sort of lavender hue with the dying colors of the rainbow. In front is a typical garden setting. To the left stands a large caenstone vase filled with giant cerise roses. To right is a caenstone bench individual in its style featuring the figure of a dragon. The chief merchandise consists of two luxurious purple coats on forms, while the bench affords opportunity for the careless yet effective display of parasol, gloves and other accessories to harmonize with the color scheme of cerise and purple. A charming note is lent by the streaming of the sun through one of the leaded glass windows, across the entire setting.

McCreery's Attractive Windows

The other handsome McCreery window, center of the trio to west of entrance, is remindful of the Louis XIV period. A chief feature is a huge basket of French design with corresponding handle—basket being about 10 feet long, 5 feet deep and 4 feet high in back, graduating to 2 feet high in front. to show contents, basket being made in lavender changeable satin, and being covered with the most expensive lace in stock. The center is surrounded with a ring of French medallions in pastel colors, the basket being full of flowers in the pastel shades. Ribbons of same hues are effectively used for handle and basket generally. To right is a specially made, large and beautiful gold chair, being used to display a green hat and parasol, feather fan and bag, while on the floor near by is a green pillow and green slippers, and draped over the pillow is a pair of green silk stockings.

Rossiter Goes to Filene's

The most important personal announcement of the month was that of the resignation of Owen Rossiter, display manager for R. H. Macy & Co., to go to Boston in the same capacity to the Filene store, which is noted throughout the country as an establishment under the most progressive management in merchandising, advertising and display. Mr. Rossiter's successor at Macy's is A. W. Malet, Allert and Schwarcz, and spent two years at who was a valued assistant at Macy's with Messers Bloomingdale's with Mr. Dulz. He returned to Macy's some six months ago and has received a deserved promotion. From 1905 to 1908 Mr. Malet was in similar work in France, and has had a wealth of experience under artistic and yet merchandising surroundings that fit in exactly with the Macy pol-

icy of selling yet handsome windows. One of his plans, simple in itself yet strikingly practical, is to furnish each decorator on Friday of each week a list of the windows with merchandise to be taken care of for the next week, so that the display man will have every needed opportunity, while going through the house, of having his eye out for possible attractions for the displays shortly to be made. This is an admirable little idea that adds to the effectiveness of the displays and saves confusion at the last. Mr. Powers, who has been assistant at Macy's for a number of years, remains in the same capacity with Mr. Malet. H. Y. Godfrey, by the way, a bright young assistant here, has been making plans for going abroad in the same line, and expects to sail this month.

Plan for Efficient Salesmanship

Macy's have taken up an effective new plan for speeding up effective salesmanship, which is such a lack in most stores, the absence of which gives rise to the greatest leak in department store administration. During March a portion of the sixth floor was given over to the arranging of special little departments, with salespeople, customers, etc., at hand, while the moving picture machine kept snapping the various scenes depicting "the nervous clerk," "the careless clerk," etc., running the entire gamut from the proper way to serve a customer down to all sorts of ways in which a customer should not be served. One day the machine took views in connection with the sale of muslin underwear, negligees and waists; and so on on other days, with the clerks and made-up customers as movie stars to help demonstrate things to the clerks later on, when the movies will be given to new hands, or the entire force, in connection with lectures, to show exactly how customers should be served to attain the best results.

Mr. Morrison, formerly with Abercrombie & Fitch, sporting goods house, has booked with The Winchester Company, which is opening sporting goods stores throughout the country. Mr. Morrison will have charge of the window displays for this house. Mr. Klausner, former display manager for Newcomb, Endicott & Co., Detroit, and former manager of a New York waist house, has opened on his own account The Fashion Waist Store in Detroit.

Interesting Display at Saks'

Mr. Elder, at Saks & Co.'s, has a beautiful little Taj Mahal in his bag and jewelry window, that has for many years been devoted to the showing of only this class of merchandise. This window is in three sections, the center one showing strings of pearls; the one to right beaded bags in the rich Persian hues; and the one to left to "Tokio" Jap

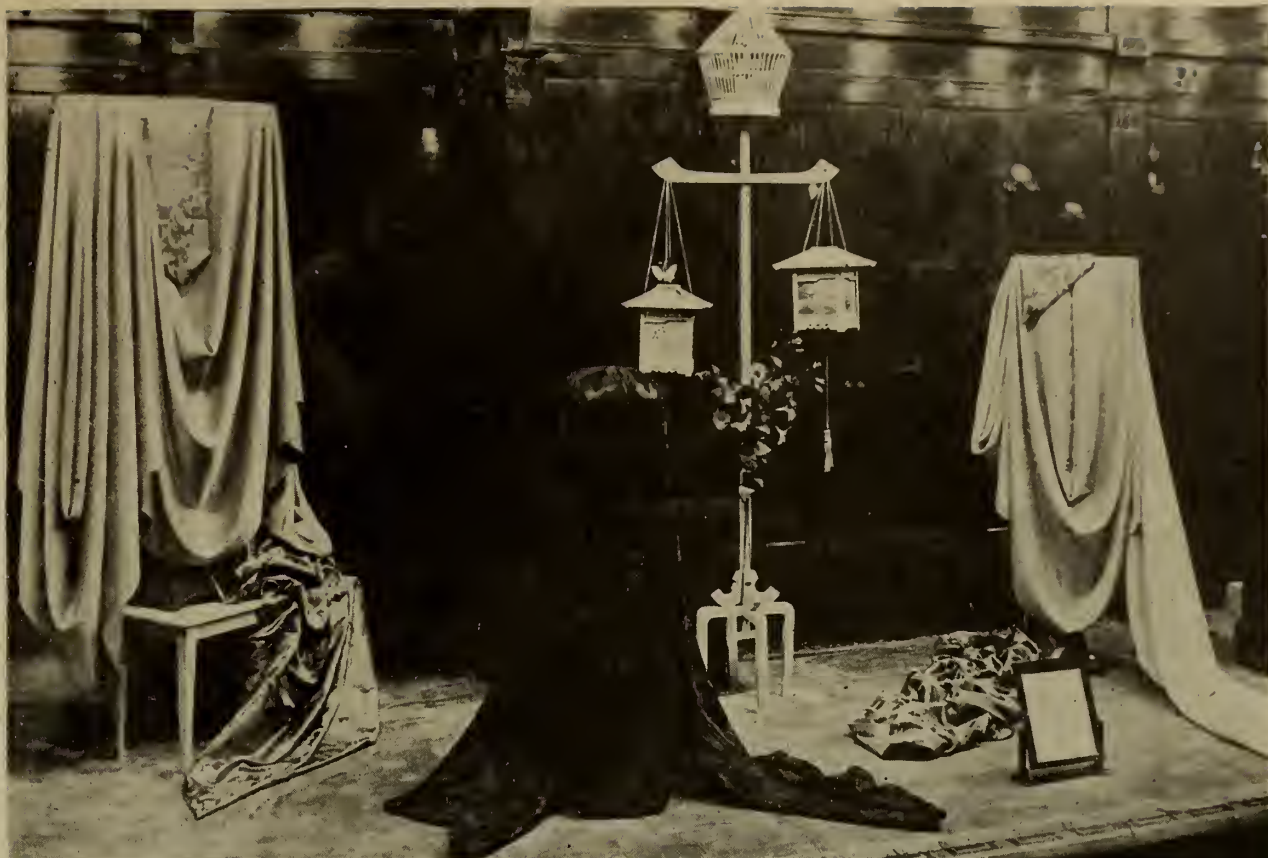


PLATE 1073. DISPLAY BY T. GUY DUEY FOR WURZBURG'S DRY GOODS COMPANY, GRAND RAPIDS, MICH.

This display, arranged by Mr. Duey for Wurzburg's Spring Opening, presented a new drape, the origination of this well known display man, and as evidenced through the illustration, it is not only a beautiful display of material and folds, but is exceptionally practical. The drape was completed with a new vest effect with the material then carried in graceful folds over the fixture and onto the

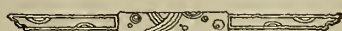
floor. Duo-tone crepe satin with trimmings of satin brocade in harmonizing colors were the materials used in this drape. The combination bird-cage and lantern with hand-painted silk panels were also of great interest in the decorative treatment of the display. The floor covering, finish of stand and treatment of show card were treated in the same manner as those items in the millinery display.

bags and little cases, all of a ruling hue of a kind of dark buff which comes to one's mind at the mention of Jap goods of the kind. This made a combination of three distinct, separate and pervading hues, and the merchandise being shown on a dainty canary colored fabric of luster which covered the diminutive steps of the window, the effect was strikingly remindful of a jewel case. This jewelry and bag window of Saks is claimed to bring in more direct business than any other window in the United States.

Elaborate fashion shows have rather gone out in New York, but Namm's, in Brooklyn, are holding one nevertheless. They give these reasons: "We want the public to know as many of the style tendencies as possible. We wish to learn which models find greatest favor with those attending our show." Those were good reasons. Namm has started in running a short paragraph in each ad., entitled simply, "Editorial," where the ad-man talks frankly

with the public and "let's them in behind the scenes." The promenade consisted of a procession of living models each afternoon during a week of late March.

Among the recent visitors to New York, buying fixtures and looking over our local windows were Mr. Larkin, of Hecht & Co., Washington; Mr. Martin, of A. S. & T. Hunter, Utica, N. Y.; Mr. Branton, of J. A. Roberts & Co., Utica; Mr. Krantz, of John Wanamaker, Philadelphia; Mr. Harris, formerly of Loeser's, Brooklyn, and now of Lansburgh & Brother, Washington, D. C., who recently took charge of the windows there and is much pleased with his new post and its possibilities. A new addition is to be built to the Lansburgh store this spring. Fixture houses here report the biggest season's business they ever had, with display managers and principals of specialty stores who have an eye to the windows placing orders very liberally in the interest of finer and more attractive displays.



MERCHANTS RECORD and SHOW WINDOW

*An Illustrated Monthly Journal for Merchants,
Display Managers and Advertising Men*

COMBINING			
"Harmon's Journal of Window Dressing"	- -	Established 1893	
"The Show Window"	- - - -	Established 1897	
"The Window Trimmer and Retail Merchants Advertiser"	- - - -	Established 1903	
"Merchant and Decorator"	- - - -	Established 1905	

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OFFICIAL ORGAN

International Association of Display Men
Kansas Association of Display Men

**In transmitting photographs see that full postage is prepaid, otherwise they may go astray. Descriptive matter should NOT be enclosed with photographs unless full first-class postage is paid. Mark photographs for identification only, and send description in separate letter.

**Contributors of photographs should obtain duplicate prints if desired for their own use, as photographs entered in contest cannot be returned.

**When ordering change of address, subscribers should give both OLD AND NEW ADDRESSES to insure proper recording on our mailing list.

**Copy for advertisements should be in the publisher's hands not later than 20th of preceding month to insure position in current number.

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April, 1920

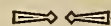
Free Employment Service

MERCHANTS and display men will be interested in the Free Employment Service inaugurated with this month's issue of MERCHANTS RECORD AND SHOW WINDOW, the department devoted to the service being incorporated in the section of this publication devoted to the I. A. D. M. In this new service the *International Association of Display Men* and MERCHANTS RECORD AND SHOW WINDOW are co-operating with the purpose of being of assistance to merchants and display men in employment problems.

Merchants in need of display managers, card writers and men for display departments are invited to list their needs with this new department which will place the inquiring merchant in touch with reliable and capable men. There will be no charge for this service and merchants are most urgently requested to take advantage of it. Through this service merchants will be informed of the qualifications of the various men desiring positions, and will, naturally, be aided greatly

in making the most advantageous selection. Likewise will display men be placed in touch with stores desiring display help, and details concerning store policies and other important details will accompany all responses to applications received at this office. All applications will be treated confidentially.

Merchants in need of display men and card writers, and display men and card writers desiring change of position should avail themselves of the opportunities afforded through this new service. Address (box number listed at end of each item) *Free Employment Service*, MERCHANTS RECORD AND SHOW WINDOW, 431 So. Dearborn St., Chicago.



The Subject of Hours

A SUBJECT containing matter of vital importance and having direct bearing on similar problems existing in various communities of the country was discussed at the recent convention of the Michigan Retail Dry Goods Association by J. N. Trompen, well known Grand Rapids man. The following paragraphs from Mr. Trompen's paper are taken from a report of convention published in the Grand Rapids Tradesman:

"Most of the dry goods and department stores give the public nine to ten hours' service, and require eight to nine hours' labor from their help. In our own city, the leading stores have established the nine hour service, and eight hour work plan, and it seems to meet with universal approval. This is further modified by a half holiday on Saturday during the summer months. I am not aware that any further change is contemplated.

"The conditions existing in strictly metropolitan towns and smaller towns and rural communities would, it seems, require some modification of schedule as applied to Grand Rapids.

"Where help is obliged to spend an hour each in going to and coming back from their places of employment, it would seem that the hours of service to the public might safely be reduced half an hour to an hour and the working time reduced correspondingly.

"On the same theory there is no good reason why the stores in the smaller towns and rural communities should not be able to give at least one or two hours' longer service to the public without making excessive demand on their help.

"There is another and a more disagreeable situation prevalent in some rural and village communities. Some fairly good sized merchants keep their places of business open from twelve to fifteen hours every day in the week. They are what we might call the hogs who are determined to get or keep all the trade they possibly can from their competitors. They are seldom of a big representative type, yet they are very annoying. Those are the fellows we must get after. The first and best way to reach them is by

personal contact. The affected parties ought to meet and arrange schedules which are adaptable to their situations. The farmer ought to have the opportunity of trading at least one or possibly two evenings a week. In a spirit of co-operation, the needs of the public ought to be met. After that is done, the dealer is under obligation to his colleague in the business to give him his next consideration.

"If this method fails, publicity ought to do the rest. As between members of our Association, there ought to be no difficulty in arriving at some just arrangement. If any of our members are involved with this kind of competition, we ought to be able to give them some very concrete help through the management of the organization by personal work or otherwise. The interested clerks and such publicity as will bring the matter before the public concerned ought to bring a proper remedy."



Public's Extravagance Nears End

NATIONWIDE reports from Federal Reserve Bank officials, made public recently, disclose their opinion that the post-war era of "extravagance and reckless buying" by the public is nearing its end.

A "hesitation, if not actual recession," of prices is noted, and the statement says advices indicate a generally more hopeful view of the country's business condition than for several months.

Manufacturers everywhere were shown to hold the view that the peak of high prices has been reached. In the clothing trade there was found a marked tendency of the public to make old supplies last longer and refuse to pay exorbitant prices.



Our Monthly Contest

MERCHANTS RECORD AND SHOW WINDOW awards a beautifully engrossed Diploma of Award each month for the best photographs submitted. Any display man is eligible to enter photographs in this competition. Awards for 1920 have been made as follows:

Ellsworth H. Bates, Bloomington, Ill.
W. C. Grams, Denver, Colorado
F. B. Waldo, Boston, Mass.

Note: It should be understood that prize winning pictures are not published the same month in which the prize is awarded. This would be impracticable, owing to the fact that the displays would seldom be seasonable. For example, the prize winning photograph for December would probably be of some holiday display, as practically all of the photographs received during December are of that class. The winner would be announced in the January issue. This would be too late to print a holiday display, as the ideas contained in it could not be made use of for nearly a year. We therefore hold prize winning pictures until they are seasonable.

"Tregoisms"

The credit man plays the most important part in the affairs of the nation.

Credit is the atmosphere of business.

This nation gave \$8,000,000,000 credit to our allies.

Unless the business men of this country act with even more unselfishness than during the war, we will have trouble.

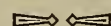
Business is too selfish and has always been ever since it was started.

See to it that every lad coming back, whether from over there or from our cantonments, gets a job.

It is the credit man's duty to keep our credit liquid.

Short terms and prompt collections must be the credit man's controller in the present readjustment.

Composure, conscience and co-operation are the guiding stars of the credit men these days and always.



Our Service Department

WITH the view of assisting our readers we will be pleased to furnish information as to fixtures, decorations and all kinds of store equipment.

The following list of subjects is printed as a help in asking for information. Check the subjects in which you are interested and send us the form. We will see that you receive catalogs and all available data.

Service Department,

Merchants Record Co.:

Please send us any information you may have covering the subjects checked on the following list:

Store fronts.....	Metal Display Fixtures....
Outside Show Cases.....	Wax Figures.....
Show Cases	Papier Mache Forms
Clothing Cabinets.....	Electric Signs.....
Elevators	Store Lighting.....
Store Seating.....	Window Lighting.....
Lace Racks.....	Show Case Lighting.....
Rug Racks	Color Matching Lamps....
Curtain Racks.....	Papier Mache Decorations.
Backgrounds, Ornamental..	Artificial Flowers.....
Backgrounds, Hardwood...	Card Writer's Supplies....
Cash Carriers	Valances
Cash Registers.....	Soda Fountains.....
Delivery Wagons.....	Store Ladders.....
Delivery Trucks	Air Brushes.....
Metal Furniture.....	Wax Figure Repairs.....
Shelving	Floors for Show Windows.
Wood Display Fixtures....	

Write in names of subjects not listed.....

.....

.....

We expect to build (.....) Remodel (.....)

Date

Name

Address

.....

Dimensions of Store.....

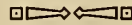
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Cut out and mail to Service Department, Merchants Record Co., 431 S. Dearborn St., Chicago.

How to Make Show Cards

Practical instructions covering the fundamental principles of the department store card writer's work with suggestions from experienced show card men as to the best methods and tools to use.



Conducted by G. Wallace Hess

This department is a regular feature of Merchants Record and Show Window. All of our readers are invited to submit as many questions as they like. Inquiries received prior to the twentieth of each month will be answered in the following issue.

THE heavy faced caps shown at the top of opposite page belong to the lower case shown in the March issue of MERCHANTS RECORD AND SHOW WINDOW. A modern Roman letter of this style is easier made once all its characteristics are memorized. The seriffs at first may seem a trifle

harder to make than the pointed styles, but once one works out the knack of giving the brush a certain twist they will be found much easier and quicker to make. It is a letter that looks well if shaded with air brush, and for legibility it is unequaled.

The best way to master a good alphabet like this

A B C D E F G H I J L
K M N O P Q R S T
U V W X Y Z &
a b c d e f g h i j k l m n
o p q r s t u v v w x y z

A B C D E F G
H I J K L Q Z
M N O P R S
T U V W X Y

one is to take a medium soft pencil and keep sketching and re-sketching it until its forms are indelibly impressed on the mind. A careful scrutiny of this letter will show that it lends itself also to outlining with a ball pen.

The first alphabet shown is one lettered with the music pen and with but a few minor changes is designed after an alphabet by Oswald Cooper, one of America's foremost and best letterers.

Just as one can see that the heavy face Roman alphabet of Hall's can be outlined with a ball pen, just so will the student of lettering see that this Cooper style is not applicable to a text pen. With the music pen, however, it is splendid and to my way of thinking, the music pen for nifty lettering of small cards in Roman or italic types is unequaled by any other tool. For outlying heavy-face Roman letters with sharp seriffs it is all there, too—and for flowing white it stands alone.

Old timers in this respect will remember when the first speed ball pens appeared in this country that they were manufactured out of a Solomon music pen—a pen with two slits and three nibs. To be more precise, it was the same pen we knew as the Leman pen—the same velvety “feel” to it—made by the same manufacturer and you who used some of those first re-made Solomon-speed-ball pens

know that they flowed color better than the modern speed ball with one slit.

That is where the music pen is supreme—the flowing of opaque and heavy colors and bronze inks. Those of you who are using Leman pens today without the imprint “England” on the pen know you are getting an inferior pen to the Leman of years ago. This is not a knock on American goods, it is simply a plain statement of fact.

Remember that a music pen needs thin opaque color, thinned black letterine or ground india. Regular india ink is worthless.

This alphabet is a “peach” if made about twice the size shown here with a brush making about an eighth inch stroke. Some of the best shops in Chicago are using it to good advantage. The easy grace of the curved letters—the flattened top on “C,” “G” and some of the small letters is not an error but a characteristic—and the out of the ordinary effect of the straight letters class it as an out of the ordinary letter. The fact that Cooper evolved it clinches all argument in its favor.

There are many skilled cardwriters in this land of ours—many who are good with the music pen. I do not do any showcard work to amount to anything, but I would like to see some of you who are clever with this pen—Whitnah and others—see



DISPLAY BY F. E. OSGOOD FOR NEWMAN'S DRY GOODS COMPANY, ARKANSAS CITY, KANSAS.

what you can get out of this and send in a good eighth sheet card to the editor.

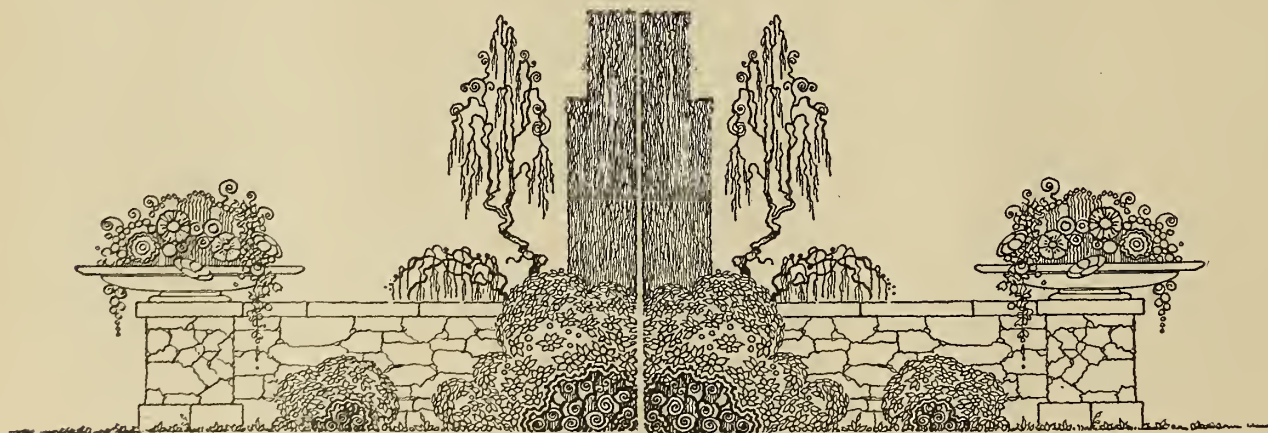
Remember this, in any pen letter of this type, *keep the letters in the word close together and leave between each and every word a space equal to the height of the lower case "a."*

Note especially the height of ascenders and descenders in the lower case letters and get the small letters in the same ratio to the caps as shown here.

A skilled brush letterer can get wonders out of this alphabet but he will have to watch carefully that he does not increase the face of the letter out of proportion to the increase in height. If you double the height—double the face and no more. The result will be a classy brush letter.

To get good control with the brush use a heavy color like yellow, orange, vermillion or some of the greens. Do this and you will get the hang of a new letter quicker than if you use a bulky black showcard color.

Mix pen and brush work up—avoid working day in and day out with a pen. That's good advice from one who knows and don't do what he preaches, with the result that he is today nursing a shattered nerve, ligament, muscle, or an outlandish attack of writers cramp, the result of an average of eighteen hours work daily for eight successive days to get out on time a mass of pen lettered charts for a convention, the success of which depended largely on the charts being out on time.



Movements of Display Men

O. E. WHEETE, display manager for Halliburton-Abbott, Tulsa, Oklahoma, was in Chicago during the State street spring opening expositions.

FRED HERMANDEZ is now display manager of the Globe Department Store, El Paso, Texas. He was recently with Babbitt Bros., Flagstaff, Arizona.

CARL F. GOETTMAN, display manager for the Joseph Horne Company, Pittsburgh, was in Chicago recently viewing the State street opening displays.

I. J. OSBORNE, well known in the display profession, has been appointed director of the display department for Titcher-Goeltinger, Dallas, Texas.

WILL F. FLETT, recently display manager for the Alamosa, Colorado, store of the J. C. Penney Company, has been transferred to the company's big store at Colorado Springs, Colo.

WILLIAM E. IRWIN is now display manager for Buckingham's, Flint, Michigan. He was formerly employed in a similar capacity with the Mapes Company, Lansing, Mich.

EDWARD BOOTH, first assistant to Jesse H. Zoffer, formerly display manager for G. Fox & Company, Hartford, Conn., has been named to succeed Mr. Zoffer, resigned.

EARL HAMILTON, formerly first assistant to Henry Sherrod at Miller & Paine's, Lincoln, Nebraska, is now in charge of the display department of W. H. Zinn & Co., La Fayette, Indiana.

HENRY SHERROD, recently with Miller & Paine, Lincoln, Neb., on March 15 assumed charge of the decorating department of The Stewart Dry Goods Company, Louisville, Ky.

OWEN ROSSITER has resigned as display manager for R. H. Macy & Company, New York City, and is now directing the display department at Filene's, Boston, Mass.

E. LEO HARRIS, display manager for Rorobaugh's, Wichita, Kans., and secretary-treasurer of the Kansas Association of Display Men, was in Chicago recently on state convention plans. The Kansas men will hold their third annual convention at Salina, May 10 and 11.

EZRA RAMIN, display manager for Jordan Marsh Company, Boston, was a recent visitor to the Chicago office of *MERCHANTS RECORD AND SHOW WINDOW*. Mr. Ramin was on a tour of inspection and observation of the systems employed in the big stores of the great middle west.

ERNEST W. CALVIN, display manager for Werner & Werner, St. Louis, Mo., and president of the St. Louis Display Men's Association was a recent visitor in Chicago.

OSCAR C. KLEIN, formerly of Columbus, Ohio, is now directing the display work for the Piqua Dry Goods Company, Piqua, Ohio.

MAX SAFIR is now in charge of the window displays and interior decorations for The John Shillito Company, Cincinnati, Ohio.

J. T. ALLEN, formerly of Rochester, Minnesota, has been appointed display manager for Worthay's Ready-to-Wear Store, Rockford, Illinois.

J. V. WILLIAMS, display manager for the J. S. Wolff Clothing Company, St. Louis, Mo., was a visitor in Chicago during the early days of the spring opening expositions in the latter city.

CHAS. J. PHELPS, formerly with Foreman, Berger & Leitlebaum, Nashville, Tenn., and Powers & Co., Clarksdale, Miss., has accepted the display manager's post with The Benson's Limited, Shreveport, La.

L. F. DITTMAR, display manager for Rike-Kumler, Dayton, Ohio, was in Chicago recently purchasing additional display equipment for the new men's wear department at Rike-Kumler's.

W. D. MONTGOMERY, for some time a member of Mr. Frankenthal's staff at B. Altman's, New York City, has resigned to accept a position with a Washington, D. C., specialty house.

A. W. MALET, well known artist of the profession in New York, has succeeded Owen Rossiter as display manager for R. H. Macy & Company, New York City. He was Mr. Rossiter's first assistant.

A. D. WELLER, formerly display manager for The Continental Clothing Company, Fond du Lac, Wis., has assumed a similar position with Thiede's Good Clothes Shop, Appleton, Wis.

WILLIAM H. HINKS, display manager for J. W. Thomas Company, Minneapolis, Minn., was in Chicago recently. "Bill" is extremely enthusiastic concerning the movement to bring the I. A. D. M. convention to the Twin Cities in 1921.

T. GUY DUEY, display manager for Wurzburg's, Grand Rapids, Mich., and secretary of the I. A. D. M., was in Chicago recently conferring on convention matters. By the way, Mr. Duey reports a most gratifying increase in membership of this great association of display men.

Free Employment Service for MERCHANTS AND DISPLAY MEN

Merchants Record and Show Window
Co-operating With
International Association of Display Men

Notice.—Address all communications to Free Employment Service, Merchants Record and Show Window,
431 South Dearborn Street, Chicago.

THE following lists are published with a view of offering a new *Employment Service* to merchants and display men, and who are requested to avail themselves of the benefits of this service which is to be maintained by MERCHANTS RECORD AND SHOW WINDOW in collaboration with the *International Association of Display Men*.

This service is absolutely without charge to the merchant or display man and is inaugurated solely for the purpose of being of assistance to merchants in listing their needs in display work, and to obtain communication with capable and reliable display men. To the display man desiring a position, or for one seeking a change, it offers a means of placing his qualifications before a great field of merchants.

DISPLAY MEN WANTED

—Big organization operating chain of women's ready-to-wear stores in Texas desires man for Dallas store. Opportunity to become branch store manager. Salary not stated. Address Box 100.

—Open at Springfield, Ohio. Display manager's position in up-to-date men's wear store. Desires capable man now employed as first assistant. One who can make good cards preferred. Address Box 222.

—Department store display man wanted by progressive Wilkes-Barre, Pa., store. Former display director now department manager. Good opportunity for present first assistants. Also desires young man to enter display department. Address Box 554.

—Oklahoma store has opening for first-class display manager. Must present evidence of his class as men's wear display man. Good salary to right man. Address Box 156.

—Leading dry goods store in Salt Lake City wants recognized expert to assume charge of display department. Salary to start \$50.00. Must be able to make own cards. Address Box 420.

—Lincoln, Neb., store has excellent opening for first-class general display man. One with ability to direct men desired. Complete details requested in first letter. Address Box 418.

—Man to take charge of interior decorations and show case and ledge displays. Good opportunity for advancement. Salary \$40 a week. Address 321

—Modern department store in Iowa wants display manager. Prefers one with experience in city of 25,000 population. Salary to start \$50.00. Address Box 775.

—First-class men's store in Louisville, Ky., has opening for good display man. Must be A1. To right man will pay fine salary. Address Box 577.

DISPLAY MEN DESIRING CHANGE OF POSITIONS

—Department store man with many years experience desires change. Considered first class display man, married and steady. Will make change for salary of \$50 a week. Address J126.

—Department or men's store display man graduate from Koester School and with two year's experience in big store at Minneapolis desires change. Address J 128.

—High-class men's wear man with Detroit and Toledo experience wants change. 28 years of age, married. Prefers high-class store. Salary \$75.00. Address J130.

—Man with 14 years successful display work in department stores, eleven years in present position, would change. Expert show card writer. Prefers department store. Salary \$75.00. Address Box J132.

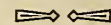
—Man employed in one of Canada's greatest department stores desires to come to United States. Prefers west. Nationally recognized as expert. Will consider \$75.00. Address J154.

—Department store man with seven years' experience wants change. Good background and commercial artists; fine card writer. Prefers Middle West. Salary \$50 to \$60 to start. Address J163.

—Man with several years in small men's wear store desires to progress. Will take charge of display work or work as assistant under good display director. Salary at start \$35.00. Address J165.

—Department store man with 8 years' experience wants permanent location with reliable house. Koester school graduate, 1½ years' advertising experience, and good show card writer. Salary \$65.00. Address J159.

—First class man for men's wear display department. Prefers Middle States. Good card writer. Married. Wants \$60.00 a week with opportunities for increase. Address J167.



Buffalo Meeting

THE regular monthly dinner and business session of the Buffalo Association of Display Men was held March 18th, at the Hotel Touraine, Buffalo, and final action was taken on plans for the Buffalo display men's part in the big "Boost Buffalo" campaign.

Several of the city's most progressive merchants were present, and Ernest C. Hartwell, Superintendent of Education, was the principal speaker of the occasion. Every Buffalo display artist responded to the notice of the Association Secretary, Philip J. Bellanca, by his presence at the meeting.



The Book That Tells How to Raise Your SALARY

Display Men Wanted

Demand for capable men exceeds the supply. Work is easy, fascinating, with handsome pay—\$25 to \$40 per week in smaller places; \$50 to \$75 in larger places. Over 9,000 graduates from our combined schools. Koester methods of Draping have become standard. Many merchants want only men and women with Koester training.

Only a Few Weeks Required We train you in all branches of this work in the largest and oldest school of its kind in the world. Complete stock of all lines of goods. Everything in fixtures. 10 big complete show windows for students' practice and training.

Complete course in Cardwriting and Retail Advertising can be taken at the same time, or can be studied by mail.

Free Catalogue A helpful and inspiring book that shows and tells of the work of hundreds of Koester graduates. Beautiful! Interesting! Valuable! Send for it.

USE THIS COUPON

THE KOESTER SCHOOL,
314 South Franklin Street, Chicago

Please mail me "The Koester School Year Book" FREE.

Name

Address

Town..... State.....

International Association

of

Display Men

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L. F. DITTMAR, National Cash Register Co., Dayton, Ohio.

Second Vice-President

BERT CULTUS, Rhodes Bros., Tacoma, Wash.

Third Vice-President

JAMES R. TREWHELLA, Best & Co., New York City.

Treasurer

L. A. ROGERS, John D. Mabley, Detroit, Mich.

President—E. DUDLEY PIERCE, Sibley, Linsay & Curr Co., Rochester, N. Y.
Secretary—T. GUY DUEY, Wurzburg's D. G. Co., Grand Rapids, Michigan.

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and Business Organization

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B. W. CHRISTOPHEL, Chairman, Frank & Seder, Pittsburgh, Pa.

Program Committee

CHAS. F. WENDEL, Chairman, J. L. Hudson Co., Detroit, Mich.

Publicity Committee

JAMES W. FOLEY, Chairman, 431 So. Dearborn St., Chicago, Ill.

Educational Committee

A. E. HURST, Chairman, 231 W. 39th St., New York City.

Membership Committee

SAMUEL R. WEISS, Chairman, Chicago, Illinois.

L. A's. Letter

Detroit, March 25, 1920

dere display Fellers—

Well, they've been hear and went—I mean Pierce, Foley and Duey. You see they came to Detroit to see for themselves what we've been talkin' about regardin' the next I. A. D. M convention to be held in this here city on July 12, 13, 14 and 15. These fellers seen al-right, and they seen a hole lot they didn't expect to see too, believe me. they seen the Convention Hall (the Arcadia), they seen the Banquet Hall at Mr. Statler's hotel and they seen that most all arrangements were about perfected for the biggest and most wonderful convention this Association ever even dreamed of. No doubt Mr. Foley the editor will tell about this big important conference somewhere else in this issue so I won't bother tellin' you anymore.

Anyway fellers we're all settin' pretty and we're proud of it and know you'll be to when you get to Detroit next July. The big 3—Pierce, Duey and Foley was hear all day Sunday, March fourteen and after Charlie and myself got em started back home why we went home to renew acquaintence with our families and to go to sleep cause we had another meetin' to put over at the Statler hotel the next night which was the Detroit local's reglar meetin' nite and it was a dandy to.

We voted in 6 new members and good ones to so that now we can boast of 50 regular fellers that belong and I guess that'll make us bigger than some other locals—Well anyway Charlie Wendel injected lots of pep and you should see that fightin', workin' enthused bunch of display men. You could hardly hold them there for the display fellers are for the I. A. D. M. to the last man and will show you in July.

Mr. Strong gave a demonstration on "why is a show card." It was very clever and instructive and enjoyed by all the fellers who knew that he knew what he was talkin' about.

Right on top of this meetin' we had a St. Patrick's

Day dinner and dance at the Board of Commerce. The eats were great and we all done justice to them and when they was all gone we listened to some great talks and lots of jazz music. The ladies were present in great numbers and formed committees to entertain your friend wife and other ladies who will come to Detroit in July. These committees will be on the job from start to finish believe me and they'll see that our visitors are taken care of to the Queen's taste. Have you made your hotel reservation yet? Better do it and avoid the rush. More next month. Be sure and read what Mr. Foley says about big conference in Detroit.

Yours truly,

L. A.



Special Entrance Fee for New Members

DISPLAY men eligible for membership in the International Association of Display Men should avail themselves of the opportunity of affiliating with this great association at the earliest possible moment. The great benefits to be derived from such association will result in a bigger and better artist and bring about an acquaintanceship with the country's leading display men through which additional desirable benefits will be obtained.

Special inducements have been provided for display men wishing membership in the I. A. D. M., and those signifying their intentions of affiliating will, if qualifications are acceptable, be accepted into the association on the payment of \$3.00, providing application is approved and dues paid on or before July 1st, 1920. After that date the initial fee for membership in the I. A. D. M. will be \$5.00.

Applications for membership should be made to your city local, where such a body exists and is properly affiliated with the International Association of Display Men. If there is no branch association in or near your city send applications to T. Guy Duey, Secretary I. A. D. M., c/o Wurzburg's, Grand Rapids, Michigan.



No. 2 SPECIAL

This is our latest wax figure. It is one of the finest we have ever made.

It must be seen to be appreciated—or at least you should receive a very good photo—together with details that we would be glad to send you.

We have some other remarkable figures—new ones—about which we would be glad to write you on request.

J. R. PALMENBERG'S SONS, INC.

63-65 West 36th Street, New York

Boston
26 Kingston St.

Chicago
204 West Jackson Blvd.

Baltimore
108 West Baltimore St.

Elaborate Program for I. A. D. M. Convention

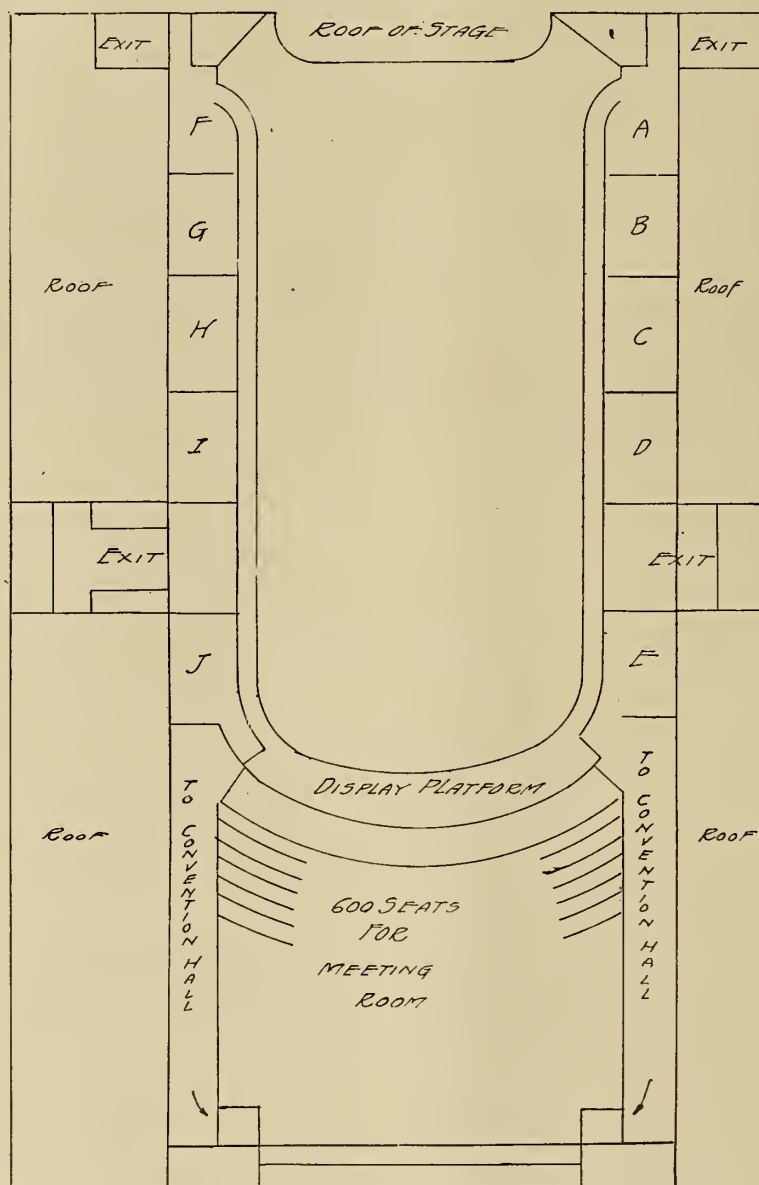
THAT versatile correspondent, L. A., whose letters are directed monthly to merchants and display men through *MERCHANTS RECORD AND SHOW WINDOW*, and who has been devoting much energy toward the accomplishment of the great plans outlined by the Detroit Committee of the I. A. D. M. 1920 convention, to be held in the automobile city, July 12-15, has been exonerated from any attempt to exaggerate the developments of the Detroit Convention plans. So great was the progress of the Detroit committees under Chas. F. Wendel that our friend L. A. waxed highly enthusiastic in his regular reports. The advancement of plans and the more than satisfactory co-operation from merchants, manufacturers and display men were even more than the "old-timer" had anticipated and fearing that he may be accused of overly painting conditions in his enthusiasm, L. A. had continually called on Association officials to come to Detroit and "see for themselves."

On March 14 L. A. realized satisfaction as E. Dudley Pierce, president of the I. A. D. M., came on from Rochester, N. Y., to confer with Chas. F. Wendel, chairman of the Program Committee, who is also in charge of all the Detroit convention committees in the Michigan metropolis. At this important conference, in addition to Messrs. Pierce and Wendel, were L. A. Rogers, treasurer of the I. A. D. M., and Wendel's right-hand man and adviser in Program activities; T. Guy Duey, Grand Rapids, Michigan, secretary of the I. A. D. M.; and James W. Foley, Chicago, chairman of I. A. D. M. Publicity Committee, and editor of the Association's official organ, *MERCHANTS RECORD AND SHOW WINDOW*.

Previous to taking up several matters of great import the visiting men listened to a report of development of convention plans as related by Chas. F. Wendel and L. A. Rogers. This report proved a revelation and at its conclusion it was evident that the Program Committee had made tremendous progress and had prepared for features of unusual character which will make the Detroit meeting by far the greatest event ever conducted by this big association of display men. Even the details of program items had been considered and plans made accordingly and so far in advance of previous years' preliminary developments is this Detroit Committee, headed by C. F. Wendel, that a mighty successful conven-

tion could be staged immediately. This, of course, providing manufacturers and dealers were in shape for exhibits. However, there are yet more than three months before the meeting will be called to order and in the remaining time additional features will be arranged, and details of manipulating this massive meeting and exposition perfected. Merchants and display men have every reason to anticipate the most successful convention in the history of the I. A. D. M. Indeed, present indications are that future meetings of this great organization will have no mean task to surpass the success of the meeting scheduled for Detroit next July.

Previous reports in *MERCHANTS RECORD AND SHOW WINDOW* have outlined the plans to hold the convention in the Arcadia Auditorium and



DEMONSTRATION SPACE AND CONVENTION QUARTERS, THE ARCADIA, DETROIT.

Your Window is your best friend

The friend who stands out on the pavement and talks to the passersby. If you properly and neatly dress him—he invites them into your store—if not, he directs them to your competitor across the way.

The McCallum Floral Decorations Will Create the Proper Atmosphere

Your merchandise offerings are the best values on display anywhere. Place them amid a charming atmosphere of flowers, vines, leaves, or sprays, tastefully and artistically arrayed in accord with the seasons of the year.

This done—you can't help but notice a marked improvement in your sales. We welcome the opportunity of carrying out your ideas in floral displays.

The McCallum Company

Pittsburgh — New York — Cleveland — Detroit — Cincinnati

WASHINGTONIAN DESIGN FIXTURES

THE BIGGEST HIT OF THE SEASON

Practical Design—Different in Appearance

Your Easter Shoe Display
Should Be Considered Now



*Send for our Latest Catalogue No. 5
of Practical Shoe Display Fixtures*

We Manufacture Display Fixtures for Every Kind
of Merchandise

THE ONLI-WA FIXTURE CO.
DAYTON :: :: :: OHIO

Originators of Practical Display Fixtures

The new

Leon Cane Attachment

**Converts your Canes into Clever
Display Fixtures**

Creates snappy shirt units,
neckwear, hosiery and hat
displays—new and original
show card holder, effective
boxed goods and jewelry dis-
plays.



THE LEON
CANE AT-
TACHMENT
is quickly at-
tached or de-
tached to your
canes, and will
not mar or
scratch the
finest finished
cane.

Make these
displays and a
hundred more
by attaching
the LEON
CANE AT-
TACHMENT
to your canes.



Send for the LEON CANE
ATTACHMENT Booklet.
Contains many practical dis-
plays from the cane.

**MORRIS LEON
MFG. CO.**

7119 No. Clark St.,
CHICAGO



have contained information relative to the advantages and conveniences of the great building, but the Arcadia must be seen to be appreciated. The members of the conference of March 14 inspected the building and found it to be ideal for convention purposes, presenting a series of advantages never before offered by convention quarters. The entire floor with a space of 29,000 square feet has been set aside for the exhibits of manufacturers and dealers and in addition, booths will be installed along the sides of the balcony. On March 14, practically all of the exhibition space has been subscribed though Mr. Wendel stated that it would be possible for him to accommodate a few more exhibitors should it become necessary. On that date the list of manufacturers and exhibitors contained nearly twice the number that have been represented at previous meetings.

A feature which will be of great interest to display men and merchants, and one which promises to offer great advantages to manufacturers of artificial flowers and foliage, has been provided through the scheduling of a competitive demonstration for representatives of the various artificial flower concerns co-operating with the convention. A beautiful silver loving cup will be awarded to the firm, the representative of which presents the best decoration or floral embellishment or treatment of style. Originality of treatment will be of greatest value in allotment of points in this competition. When one considers the many expert display men now associated with the sales forces of the artificial flower concerns it is easily assumed that the advantages of this competition will be of tremendous educational value as well as serve as a great incentive for keen, clean competition amongst manufacturers and dealers in artificial flowers and floral decoratives.

A new method of receiving and listing of I. A. D. M. contest photographs will be provided this year and the secretary will have a representative in the city of the convention. This assistant will be known as the Contest Clerk and he will receive all photographs as they are directed to the convention city



PLAN OF EXPOSITION SPACE, I. A. D. M. CONVENTION, DETROIT.

and properly list them in the various classifications. It has been pointed out by Mr. Duey, secretary, that the new method would eliminate considerable unnecessary labor and at the same time eliminate to a great degree the occasions for error in listing and classifying. Roy H. Heimbach, display manager for L. S. Bird & Co., Detroit, will, in all probability, be named Contest Clerk. Complete details relative to the proposed new system of handling contest photographs will be published in the May MERCHANTS RECORD AND SHOW WINDOW.

Display men will be interested in the decision of the

BRADFORD-CHICAGO

Bradlite

DAYLIGHT LAMP
SHOWS COLORS IN THEIR
TRUE VALUES

Gives you Daylight on your Counters



FREE TRIAL OFFER

To responsible merchants we will send one unit
with the privilege of return if for *any reason* it
does not meet with your approval.

If it doesn't do all we claim, send it back

Complete unit, 22 inches high, ready to install, with silk cord and standard plug,
\$12.00 each, f. o. b. Chicago. Canada, \$15.00.

I. L. BRADFORD & COMPANY

STORE DISPLAY FIXTURES—SEND FOR LATEST CATALOG

178 W. Jackson Blvd.

Room 818, Medinah Bldg., Chicago

BRADFORD-CHICAGO



Bradlite

Exterior and Interior Decorations

We are specialists in inexpensive decorations designed and manufactured particularly for interior and exterior work. Our flowers are made to meet a big demand for decorations that make a big showing for a small price. They are as attractive as expensive cloth flowers when used to beautify store interiors, tea rooms, restaurants, confectionery stores, dance halls, etc. These decorations are unsurpassed for flower parades and similar occasions.

Note these Unusually Low Prices

WISTARIA—In all colors, 10 in. long. One of the most graceful and beautiful flowers for interior decoration. Gross.... **\$9.90**

FLORAL SHEETING—Well made in all colors, best for all kinds of parade decorating. Sq. Yd..... **\$1.25**

CHRYSANTHEMUMS—Full size; handsomely tinted in any desired color. Gross **\$4.25**

POPPIES—Beautiful 7-inch flowers, in any color; very fine for parade work. Gross **\$6.75**

CARNATIONS—Full size; carefully made from good material. Any color to order. Gross **\$2.25**

LARGE ROSES—A very showy and effective flower for parade or interior decoration. Gross **\$11.00**

All of the above made with short stems—easily attached to sheeting

For Interior Decoration

We can prepare any kind of decoration from your sketches enabling you to show original designs.

For Your Windows

We will make up any kind of special design from your drawings. Send us a sketch and get our prices.

WRITE US No matter what you may need in outdoor or interior decorations, we believe we can supply what you want—at a saving.

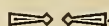
R. E. GEBHARDT CO., 324 W. North Ave., Chicago

conference to the effect that contest photographs will be judged this year on Saturday and Sunday preceding the opening of the convention. The winners will be announced at the first session of the meeting, and winning displays will be on exhibition at that time. The awards for the winners will be made at the banquet on Wednesday night, July 14. President Pierce will name his various judging committees in the near future, which will include only display men extraordinarily equipped for the important work. J. W. Foley, editor of *MERCHANTS RECORD AND SHOW WINDOW* has been appointed in charge of contest photographs during process of judging.

Much time and consideration is being devoted to the preparation of the program, which will include a galaxy of artists such as never before graced an I. A. D. M. convention program. Then, too, demonstration features have been classified in such a manner as to bring demonstrations of allied lines of merchandise within the single division, viz, at one session will be demonstrations of men's clothing, men's shirts and ties, men's underwear, men's hosiery and shoes. Another session will be devoted to demonstrations in draping, including competitive drapes on forms, stands, and specialty draping features.

Wednesday will be known as "Canadian Day" and special features and demonstrations by leading display men from the Dominion will form a most interesting and pleasing feature of the convention. The men from Canada have ever shown a decided interest in the I. A. D. M. and its affairs, and have at all times lent support to the regular conventions. The display managers of Canada's greatest retail establishments are affiliated with the I. A. D. M. and their participation at the Detroit meeting will go far toward the success of the 1920 event.

More interesting convention news including demonstration program features will be published in the May *MERCHANTS RECORD AND SHOW WINDOW*.



Immediate Reservations Necessary

IT is absolutely necessary that men contemplating attendance at the 23rd Annual Convention of the I. A. D. M., to be held in Detroit, July 12-15, make room reservations at once. Hotel accommodations are in all big cities far from adequate, but the Detroit hotels, co-operating to the limit with the Detroit Association of Display Men, have promised to care for all visiting display men providing the men themselves co-operate to the extent of making reservations now. This detail should not be overlooked and it is a matter of important business that action should be taken at once.

It is also urged that men avoid the action of reserving two and three rooms when only one is desired, but make the request for more in order to

insure the obtaining of one. If a single room is wanted make a request for one room and thereby relieve the situation to a degree. If you find that your requests for room reservations are not promptly filled or acknowledged communicate with A. A. Hansen, Clayton's, Detroit. Mr. Hansen is in charge of the Hotel Accommodation Committee and will arrange for suitable accommodations for all men not cared for by hotels to which applications for room reservations have been sent.

Following are rates at a few of the leading Detroit hotels. Look them over and get busy. Act NOW.

HOTEL STATLER

Style Room	Per Day
A Room with shower bath only, for 1 person	\$2.50
B Room with shower bath only, for 2 persons, double bed	\$3.50 and 4.00
C Room with tub and shower bath, for 1 person	3.00 to 6.00
D Room with tub and shower bath, for 2 persons, double bed	4.50 to 8.00
E Room with tub and shower bath, for 2 persons, two beds	6.00 to 8.50
F Room with tub and shower bath, for 3 persons, two beds	7.50 to 9.00
G Room with tub and shower bath, for 4 persons, three beds	8.00 to 10.00
H Room with tub and shower bath, for 5 persons, five beds	10.00
I Room with tub and shower bath, for 6 persons, six beds	12.00

HOTEL TULLER

From \$4.50 to \$9.00 per day, double.

HOTEL FORT SHELBY

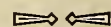
Single rooms, \$2.50, \$3.00 and \$4.00.

HOTEL CHARLEVOIX

Rates similar to those of Hotel Statler.

HOTEL CADILLAC

Rooms, double bed, two persons, \$4.00.
 Rooms, double twin beds, two persons, \$5.00.
 Rooms, four beds, single beds, \$2.00 each.
 Rooms, six single beds, \$1.75 each.
 Rooms, double, with bath, double bed, 2 persons, \$5.00.
 Rooms, twin beds, bath, 2 persons, \$6.00, \$7.00, \$8.00.
 Rooms, twin beds, bath (parlor), 2 persons, \$10.00.
 Rooms, four to room, single beds, \$2.50 each.
 Rooms, six to room, single beds, \$2.00 each.



Banquet and Demonstrations at Hutchinson

MODERN model draping in its various phases was demonstrated by C. A. F. Smith, display manager of Pegues-Wright Co., at the recent banquet of the Associated Display Men of Hutchinson, held at the Biscote Hotel, Hutchinson, Kansas. Mr. Smith's demonstration was the feature of a program of unusual brilliancy and interest.

The banquet and program was in charge of H. E. Brombly of the Star Clothiers, P. J. McKiernan, Hostutler & Hipple, and C. A. F. Smith, Pegues-Wright Dry Goods Company.

When ordering valances or
show window draperies it
will pay you to specify

Cloister Cloth

This is a handsome art fabric woven especially for this purpose. It is remarkably effective in appearance, wears well and costs less than many less attractive materials.

STANDISH
MILLS



TRADE MARK

Cloister Cloth is Sold
Only in Full Pieces

We carry in stock a great variety of art drapery fabrics suitable for window decoration. Included you will find textures, colors and patterns to meet every requirement of art and utility.

Write Us What You Require.

Standish Mills
Art Drapery Fabrics

ELMS & SELLON

906 Broadway
309 W. Adams St., Chicago
52 Chauncey St., Boston

New York
2 N. 11th St., Philadelphia
742 Market St., San Francisco



7 APPEARANCE

The making of a sale or—
The loss of a sale?

That is the value of your store front. Do you realize it? It invites the passerby to further inspection of your merchandise or leaves them pass your store and displays unnoticed.

Kawneer
SOLID COPPER
STORE FRONTS

pay big dividends.

- they attract passersby to store and windows.
- they enhance the value of displays.
- they are designed to display merchandise to the best advantage.
- they will pay for themselves in a remarkably short time.

Send the coupon for the Book of Designs.

THE
Kawneer
COMPANY
NILES MICHIGAN

THE KAWNEER COMPANY,
1411 Front St.,
Niles, Mich.

Send me the Book of Designs.

Name

Address

City and State.....

MUTUAL
FLOWERS
have won
hundreds of
new friends
this season.

Displaymen all over the country have learned that our flowers compare favorably with products that cost much more.

If you have not yet tried our flowers, it will pay you to investigate the Mutual line before you order your next decorations.

We carry an unusually good line of low priced decorations suitable for parades, carnivals and similar occasions.

Our Catalog shows a line
of decorations on which
you can save money

Mutual Flower Co.

82 West Third Street

NEW YORK

Rules Governing Demonstration Contest

C HAS. F. WENDEL, chairman of the I. A. D. M. Program Committee, has announced the classes in the Demonstration Competitions to be conducted in conjunction with the regular convention program and which promise to provide the most interesting and instructive feature ever presented at an I. A. D. M. meeting.

Eleven classifications have been made which provides for a similar number of individual display competitions. They include competitive displays in the following classes:

Class 1—Draping on Ready-to-Wear Forms. Silks or wash fabrics may be used in this class, but the combination of silks and wash goods in same unit will not be allowed. Materials must not be cut. Accessories allowed but must not be sewed unless such sewing be done on the platform during course of work.

Class 2—Draping on T Stands. Silks and wash fabrics to be materials used. Materials cannot be used in combination. If two T stands are used a draped figure may be employed in the unit. (Drape must be work of some display man competing in previous demonstration.) When figure is not used 3 T stands will be allowed.

Class 3—Ladies' Shoes. This class provides for unit display with not more than 24 pairs of shoes to be used by each contestant. Accessories allowed.

Class 4—Unit Display, Women's Hosiery. No limit set on amount of merchandise to be used. Shoes as accessory permissible.

Class 5—Lingerie (Silk Only). Any amount of merchandise allowed. No restriction on fixtures employed. Allotment of space on advice of contestant.

Class 6—Canadian Day. This session will be devoted to competition among display men from Canada. Other features in honor of our brother display men from the Dominion will be provided. *Make it a big day.*

Class 7—Unit Display of Men's Clothing. Not more than three suits to be used. With or without use of forms, according to decision of contestant. Gloves, canes and hats may be employed as accessories.

Class 8—Men's Shirts and Neckwear. Unit display. Not more than three forms to be used when such type fixture is employed. Accessories in this group may be chosen by contestant.

Class 9—Men's Underwear and Hosiery. Especially interesting class. No limit set on amount of merchandise to be used. Accessories, if any, at discretion of contestant.

Class 10—Men's Shoes. Shoes for displays to be furnished by Detroit Convention Committee. Hosiery,

buckles, etc., may be employed as accessories in this class. Not more than 18 pairs of shoes to be used in each display.

Class 11—Show Cards and Sign Painting. This group will be divided into three classes as follows:

a—Price tickets (pen or brush) sizes, 2x2 in., 3x5 in. and 5x8 in.

b—Descriptive Cards—3 of each. Sizes, $\frac{1}{8}$, $\frac{1}{4}$ and $\frac{1}{2}$ sheet.

c—Two full sheets.

This group will be judged on quality of work and attractiveness of completed tickets and cards. Cards in three sub-divisions will be judged collectively. No single section of groups will be considered.

Rules Governing Demonstration Contest

1. Any display man, a member of I. A. D. M. in good standing and a member of Branch Organization in his city (if such organization exists) is eligible to enter application in display demonstration contests.

2. Actual demonstrators and contestants will be drawn at later meeting of Detroit Convention Committee. All applicants' names will be placed in box and withdrawn therefrom.

3. Number of contestants in each group or class to be decided by Program Committee.

4. Candidates for entrance in competitions must have names in Committee's office on or before May 20. Direct communications to C. F. Wendel, c/o J. L. Hudson Company, Detroit.

5. Successful applicants will be notified of drawing on or before June 1st thus allowing ample time for practice, details, etc.

6. Merchandise to be used in display competitions must be furnished by each individual entering demonstration contest. Important note—All shoes to be used in men's and women's shoe demonstrations will be furnished by Detroit merchants. All other materials must be furnished by contestants.

7. Detroit Association of Display Men to furnish stands and fixtures for all demonstrations. However, a display man is allowed privilege of using own special equipment if he desires.

8. All displays to be known as Unit Displays.

9. Time to be allotted for demonstrations to be issued to all under special ruling of Program Committee.

10. All competitive demonstrations to be judged by ballot of I. A. D. M. members present at competition. Work to be judged on its merit. Strictly secret balloting.

11. Beautiful prizes will be awarded to winner in each class.

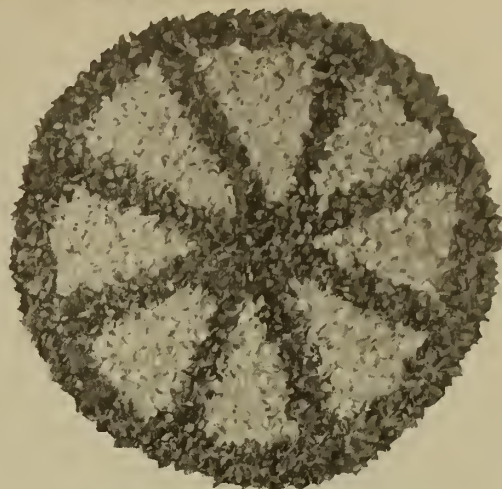
APPRECIATION

At the close of our first season we wish to extend to our many friends our sincere appreciation of the business they have given us. We had hoped to receive a fair share, but the volume of orders that have come to us has far exceeded our anticipations and we are highly gratified at the confidence placed in us.

In thanking you, we extend our assurance that in the future we shall continue to deserve your confidence and your business on the basis of our goods, our prices and our service.

We have installed new machinery and improved factory equipment that will practically double the output of our plant. This will insure our customers quick deliveries and the best possible service in the future.

The Modern Artificial Flower Co.
840 W. North Avenue Chicago



—Parade Specials—

Our new line of Auto Parade and Carnival Specials has just been made up!

Paper Automobile Wheels and Sheeting in attractive colors, a big assortment of colorful Paper Flowers, Festoons and Papier Maché Emblems.

Also some new numbers in Flower Baskets—and a full line of Paper Hats, Horns and other Carnival Novelties.

Write for our supplementary sheet of "ADLER-JONES SPECIALS"!

The Adler-Jones Co.
206 S. Wabash Chicago

The L. A. KICHLER Co.
DESIGNERS OF WINDOW DECORATIONS & VALANCES

A NEW SERVICE

The L. A. Kichler Company are pleased to place at the disposal of the Display Manager, A NEW SERVICE. We have organized a new design department for the purpose of presenting, in the form of colored sketches, your particular store front equipped with the PARTICULAR KIND OF VALANCES AND DRAPERS, best suited to the character of the window. This service is entirely gratis. Simply forward your window plan with glass measurements and our design department will submit the sketch that will substantially assist to establish character and individuality.

The L. A. Kichler Company welcomes every opportunity to co-operate with the Display Man in his window problems.

Will be glad to have you call upon us for this service which will incur no obligation.

Yours very truly,
THE L. A. KICHLER COMPANY

717 Lakeside Ave., N. W. Cleveland, O.

Quality and Price



Everyone who has used our fixtures knows that the name HEAGANY stands for HIGH QUALITY and LOW PRICE.

In buying from us you are assured of the best possible values in any fixtures you may select.

Our New Catalog Is Ready for You

If you are not on our regular mailing list, it will pay you to send us your name today.

Our latest catalog shows a great variety of display fixtures and specialties, and we believe our prices are the lowest on the market for goods of equal value.

No. 226—Flesh colored waist form, Jersey body, heavy 7-inch base, 1/2-inch standard. Each\$7.50
No. 227—Same as No. 226, except has satene body. Each\$8.50
Send us a trial order.

THE D. J. HEAGANY MFG. CO.
1121 W. Washington Blvd. CHICAGO

Invitation to Kansas Convention

ONE important factor in retail merchandising is becoming more apparent every day and that is the proper presentation of all lines of merchandise through window displays. The success of any store is dependent in a large measure upon the effectiveness of its displays.

The display manager should have every opportunity to develop, and to do this he should take advantage of the opportunities along this line that State and National conventions afford.

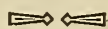
The Kansas Association of Display Men will have their next convention on May 10th and 11th, in Salina. There are a great many men of the middle west who cannot attend the International Conventions and for these men this will certainly be an opportunity. We have every reason to expect a record breaking attendance for the State Convention this year, and already a number of Missouri and Oklahoma men have promised to be with us. I want to urge upon every display man in Kansas to arrange to attend the meeting. If you're interested in your own work you owe it to yourself and to your firm to get ideas and make yourself more efficient. You will see some excellent demonstrations of the most approved methods of displaying various lines of merchandise and gain the benefits of other important features on the program. The demonstrations will be in the hands of experts who will explain and show how they get the best results and what sort of decoratives are most effective. Expert Card Writers will also give demonstrations in making show cards.

Of great importance will be the lines of artificial flowers, decoratives and fixtures that will be on display during the Convention. Those who desire may place their orders for fall decoratives or window fixtures as the case may be.

The convention of the Kansas Association of Display Men, will present an opportunity that no display man in this section should fail to grasp by his attendance. We're preparing for you and will expect you. The Kansas Association of Display Men and the Salina Display Men's Club welcome you.

A. C. Dannenfeld

President Kansas Association of Display Men.



Kansas Convention Committees

PLANS for the third annual convention of the Kansas Association of Display Men are progressing, and present indications are that the big meeting to be held at Salina, May 10 and 11 will be replete with unusually instructive features in which a number of the leading display artists of the Central West will participate.

The merchants of Salina are co-operating with the

local display men and the influence of this combination is bound to manifest itself in the success of the meeting and for the betterment of the display profession generally. Already several of the leading merchants of Salina have signified their willingness to take active part in program, and this desirable feature is bound to bring about a spirit so long needed between merchant and display man.

The various convention committees have been named and are now functioning with energy. The committees are:

Board of Directors—A. C. Dannenfeld, Salina; J. H. Everetts, Topeka; E. Leo Harris, Wichita; Raymond T. Whitnah, Topeka, and J. J. Donnellan.

Program Committee—A. C. Dannenfeld, W. L. Stansgaard, Salina; R. S. Griffie, Salina; C. F. Richardson, Salina; E. Leo Harris and R. T. Whitnah.

Entertainment and Booth Committee—A. C. Dannenfeld, W. L. Stansgaard, R. S. Griffie, Don Lovitt, Salina; E. A. McClung, Salina, and C. F. Richardson.

Publicity Committee—A. C. Dannenfeld, W. L. Kelley, Salina; R. S. Griffie, and C. F. Richardson.

Fixture and Merchandise Committee—W. L. Stansgaard, C. F. Richardson, Don Lovitt, and D. D. Drake, Salina.

Membership Committee—E. Leo Harris, R. T. Whitnah, W. L. Stansgaard; W. R. Hall, Coffeyville; M. H. Moore, Arkansas City, and Harry G. Dark, Parsons.



Toledo Has Big Meeting

THE third monthly meeting of Toledo Association of Display men was held Wednesday, March 17th at the Waldorf Hotel, Toledo, Ohio, with twenty-one members in attendance, representing fourteen firms. The Association had the pleasure of entertaining the following representatives of the Retail Merchants Board: Mr. J. H. Combs, Secretary of the Retail Board; Mr. Nopper of The Nopper & Salm Co.; Mr. Weiler of The Thompson Hudson Co.; Mr. Gidly of The Lion Store; Mr. Weisar of The Lion Store; Mr. Von Beseler of Lamson Bros. Co., and Mr. Allen.

Following an unusually good dinner we had the pleasure of viewing a set of 50 slides made from photos submitted at the last I. A. D. M. Convention. These proved interesting and instructive to all the boys.

Mr. Combs entertained with his usual number of stories and then informed us that at the convention of Retail Secretaries held at Columbus, he placed before them the plans of the Toledo Association of Display Men for a State Organization. The matter was discussed at length and each man promised his co-operation in getting the state organization going, setting the first meeting to be held in Toledo. The secretary of the Toledo association has received a list of I. A. D. M. members in Ohio and correspondence will soon be on its way with the possibility of an Ohio organization in 1920 becoming a real fact.

Wm. H. Teal, Chairman Pub. Com.



FAITHFUL BRUSHES

"Perfect Strokes" are sturdy through and through—scientifically constructed and perfectly balanced.

Faithful through day-in-and-day-out service—always ready to give a neat, clean, clear-cut stroke the first time over.

"Perfect Stroke" Brushes and Supplies

are good to the last hair, and stand loyally by the user who puts his trust in them.

Card writers who know the real satisfaction of "Perfect Stroke," will use no other. My latest catalog giving the details you're interested in, sent FREE upon request.

BERT L. DAILY
DAYTON, O.

Entire Fourth Floor

126-130 E. Third Street



WE SELL YOU OUR
WINDOW DISPLAY FIXTURES
+ PLUS +

Experience, Service, Satisfaction
and
Reliability

Send For a FREE New Catalogue

Artistic Wood Turning Works

Formerly POLAY FIXTURE SERVICE

519-521 N. Halsted St.

CHICAGO, ILL.

These Outfits are a Great Investment

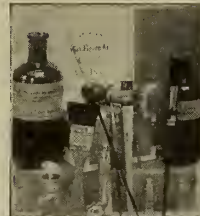
These outfits will greatly reduce the cost of maintaining your wax figures and flesh enameled display forms.

USED BY LEADING STORES IN EVERY STATE

With This Outfit—You Can Clean and Retouch Your Own Wax Figures

Producing the same high class (oil finish) as executed at the factory. COMPLETE OUTFIT includes prepared materials to clean and retouch 100 figures. Full formula. Tools. Instructions.

Price for complete outfit.....\$5.00



USE NUENAMEL to clean and refinish your enamel forms the right way. With this complete outfit you can clean and refinish your flesh enamel forms, producing the same dull finish as when first purchased.

SATISFACTION GUARANTEED OR YOUR MONEY BACK

No. 1 outfit will clean and refinish 100 forms. \$1.75
No. 2 outfit will clean and refinish 200 forms. 2.50
No. 3 outfit will clean and refinish 300 forms. 3.50
No. 4 outfit will clean and refinish 500 forms. 5.00

NUENAMEL is made expressly to clean and refinish flesh enamel forms. No other preparation will produce the same dull flesh finish.



IT DOESN'T MATTER HOW BADLY YOUR FLESH ENAMEL FORMS CRACK, CHIP, OR PEEL OFF

They can be easily repaired with FLESH ENAMEL CEMENT and used again for display. FLESH ENAMEL CEMENT is easy to apply and dries hard to match the enamel surface. Fully Guaranteed.

Full instructions how to use with each outfit.

8 ounces net weight. Price.....\$1.25
16 ounces net weight. Price.....1.75
32 ounces net weight. Price.....2.50
48 ounces net weight. Price.....3.00

It pays to purchase in large quantities, age will not affect materials.

Eyelashes for wax figures. Correctly shaped. Ready to fit in place. 50c set, 6 sets \$2.50, 12 sets, \$4.50. Full directions with each set. Same as used by leading figure manufacturers.

New Catalogue Free

Harrisburg Wax Figure Renovating Co.
335 Crescent Street, Harrisburg, Pa.



Invitation From Twin Cities

TO the members of the I. A. D. M.:

Paul and Minnie are going to Detroit in July with a cordial invitation to all the display men of this great association to visit St. Paul in 1921. I am sure you fellows will accept this invitation when you learn what we have to offer and what an ideal place the Twin Cities provides for convention purposes. If the 24th Annual Convention of the I. A. D. M. comes to St. Paul in 1921 we promise one of the best times you ever enjoyed.

We have ideal facilities necessary for the complete summer outing—boating, bathing, fishing, fine motoring roads, best hotel accommodations and a “bunch” of regular fellows to see that your visit will be one to be long remembered.

This invitation extended in behalf of the display men of St. Paul and Minneapolis, is supplemented by the cordial endorsement of the St. Paul Association of Public and Business Affairs, and by the support of the cities' leading business men as individuals.

The finest convention hall in the country is right here in St. Paul, the St. Paul Auditorium, capable of seating 10,000 people. This great auditorium will more than conveniently care for all demands for convention purposes.

The Minneapolis Display Men's Association is affiliated with the St. Paul display men in the movement to secure the 1921 meeting and the men of both locals are working in closest harmony in an effort to entertain the men of the display profession at a great St. Paul convention.

We will be at Detroit in a body and there have the pleasure of personally extending the invitation to meet in the Twin Cities in 1921.

HOWARD E. BARTLETT,

President Associated Display Men of St. Paul.

Who's Who in the Profession

A. G. STEN is another popular member of the display profession whose work has attracted unusual attention and brought forth high praise for the efforts and accomplishments of the particular display artist.

Compelled by ailing health to discontinue a course begun at the Royal Academy of Art, Christiana, Norway, Mr. Sten, then a youth of thirteen years, cast his fortune in the merchandising world, as a helper in a small store in his native town. His artistic sense and a strong desire to accomplish results in the field of art led him to seek all information within his reach on the subject in which he was so interested. Such information insofar as it pertained to window decorations was indeed difficult to obtain, and since Mr. Sten had at his tender age

seen the possibilities in window decorations, he was left to work out his ambitions practically without aid.

His success is history, and on his arrival in Chicago, Ill., in 1901, Mr. Sten was an accomplished artist with a wealth of creative ability which he straightaway set about to put into practical and profitable effect. He affiliated with E. Iverson &



A. G. STEN.

Company, Chicago, and here met Sam Weiss, who was directing the decorating department of the Iverson store. Shortly after making this connection both Sten and Weiss resigned, Weiss to become director of displays at the Boston Store, Chicago, and Sten to accept a similar position with Hillman's. After two years' service in this capacity Mr. Sten accepted the directorship of the display department of The American Tobacco Company, a position he maintained until the abolishment of the department a few years later.

When Charles B. Sax & Company opened their new store in South Bend, Indiana, Mr. Sten was selected to direct the installation of the new windows and to care for the displays. After four years with Sax & Company, Mr. Sten accepted a similar position with Roshek Bros. Co., Dubuque, Ia., having charge of eighteen windows. At the completion of six years' service with this organization Mr. Sten resigned and opened a studio at Dubuque, which he conducted for three years before re-entering the window display field as display manager for I. Susmans, West Frankfort, Ill.

Mr. Sten's display work and special articles on display problems have been extensively featured in several leading publications, and he has frequently been awarded prizes for meritorious window displays. He is a member of the International Association of Display Men.

Mr. Merchant!!

Tone up your windows—make your spring displays “bring home the bacon,” and be the talk of your town.

Just off the press (2d edition), cram full o’ suggestions—

SCARDEFIELD’S “Helpful Hints in Displaying Men’s Wear”

10 CHAPTERS

“Old and New Ideas”; “Shirts and Neckwear”;
“Clothing”; “Dress Attire”; “Hats”; “Shoes”;
“Fixtures”; “Show-Cards”; “10 Don’ts,” Etc.

Send a Dollar Bill to

JOHN S. SCARDEFIELD

205 McCrory Bldg., E. E., Pittsburgh, Pa.



There is always something new and interesting for the wide-awake display manager in a catalog of Frankel forms, fixtures and wax figures.

*We have a new issue
just off the press.
Write for a copy.*

1146
Broadway
at 27th St.

Phone
Madison Square
1490



DISPLAY MEN

YOU MUST HAVE THE

NEW



CATALOG

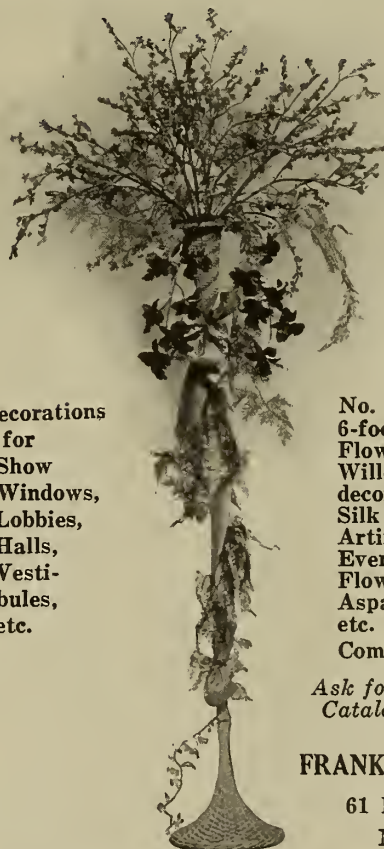
FOR PROPER CARD WRITING
MATERIALS

Just off the press. It's ready for you

WALLBRUNN, KLING & CO.

327-29 So. Clark Street

Chicago, Ill.



Decorations
for
Show
Windows,
Lobbies,
Halls,
Vesti-
bules,
etc.

No. 100
6-foot
Flower Stand
Willow Ware
decorated with
Silk Ribbon,
Artificial
Everlasting Spring
Flowers,
Asparagus Grass,
etc.

Complete, \$35.00

Ask for Illustrated
Catalogue No. 44

FRANK NETSCHERT

61 Barclay St.,
New York

For Our Advertisers

Show Card Service

Owing to their greatly increased business, the Apex Show Card Service of Detroit, Mich., has found it necessary to make a considerable addition to the space occupied by their offices and workroom. They have also added new equipment and are better prepared than ever before to handle their rapidly growing business.

This firm specializes in hand air brushed display cards and price tickets, air brush blanks, stencils and various other lines of interest to the card writer and display man. An interesting catalog will be mailed for the asking.

An Interesting Catalog

The D. J. Heagany Manufacturing Co., 1121 West Washington boulevard, Chicago, is sending out a new catalog that will be welcomed by everyone who buys or uses display fixtures. The Heagany line has won an enviable reputation for high quality and moderate prices. Many of them are made from exclusive designs and all of them are guaranteed to be equal in quality and appearance to any fixtures manufactured regardless of the name, make or brand. It is suggested that those who are not on the mailing list of the D. J. Heagany Co. write for this catalog.

Special Decorations

R. E. Gebhardt Co., 324 West North Ave., Chicago, are introducing a line of floral decorations that will interest most display men. The line has been designed to meet a demand for handsome and effective flowers that can be used in large quantities at a low cost for parade work and for the interior decoration of stores, tea rooms, restaurants, ballrooms, theaters, etc.

Owing to the unparalleled prosperity of the country, there will be an immense amount of decorating done during the approaching summer. The Gebhardt line is intended to meet the needs of the decorator who wishes to make an impressive showing at small expense. For example, display men are frequently called upon to do outside decorating in private homes, theaters, dance halls, for parades, etc., and in almost every instance it is desired to make a big showing at comparatively small cost. In order to handle these jobs profitably and satisfactorily it is necessary to use decorations that are showy but inexpensive. The Gebhardt line is both of these. It embraces a wider variety of popular flowers that are well made from good materials and artistically colored in any desired shade. They are made with short stems which reduces the cost and facilitates their use.

Some of the favorite numbers are wistaria, carnations, roses, chrysanthemums, poppies, etc. As this firm is strictly a manufacturing and not a jobbing concern, extremely low prices can be quoted on all kinds of decorations of this class. A big line of flower baskets for resale is also carried.

The Gebhardt Co. is also prepared to make up any special designs for window, interior or exterior decoration from sketches or suggestions. When in the city, display men are invited to call at the show room, which is only a short ride from the downtown district. Display men and merchants are requested to write the Gebhardt Co. concerning any kind of decorations that may be required.

J. W. Van Walkenburg, who has been for many years associated with the artificial flower industry, is now with the Gebhardt Co.

Handsome Window Decorations

The handsome draperies used in the windows of the Hub clothing store of Chicago this season won the admiration of the hundreds of visiting display men who visited State street to view the spring opening windows. These draperies are made from cloister cloth and trimmed with embroidery in an exceptionally pleasing combination of red, black and blue. The floor rugs used throughout the series of windows were in the same combination. Both the draperies and floor rugs were executed by the Hecht Fixture Company of Chicago.

Outdoor Decorations

J. F. Gasthoff & Co., Danville, Ill., announce an unusually good line of outdoor decorations for the coming season. These include a number of interesting novelties made of floral sheeting which is manufactured under the Gasthoff patents. This company has for a number of years specialized in inexpensive paper decorations adapted to the decoration of automobiles, floats, etc. Among these are flowers of all sorts, emblems, festooning, etc. It is predicted that the coming summer will see an unprecedented number of celebrations calling for this class of decorations and the Gasthoff Company has made preparations to make prompt shipments in all lines.

New Display Devices

A number of unusually clever display devices have just been introduced by the Rolla Mount Studios, 104 West Monroe St., Chicago. One of them is a hanger for showing waists and all kinds of garments. It is cut from heavy wall board in the general shape of the shoulders and neck of a figure, with a modest modern art decoration at the top. The whole hanger is attractively tested in air brush work with just enough color to give it life. At the back of this hanger is an attachment that can be fitted over the top of any metal standard. This fixture is now in use in a number of Chicago shops and will undoubtedly prove widely popular as it presents an entirely new idea for the showing of waists, lingerie, etc., either in windows or departments. This hanger is quite inexpensive.

Another interesting fixture is a device for showing boys' and girls' wash suits. This is also a wall board cutout which is entirely different from anything used before to display this class of merchandise.

New Display Fixtures

The Decorators Supply Co. of Chicago has recently brought out a number of original and unusually handsome designs in show window furniture. These consist of tables, stands, chairs, etc., executed in various styles of decoration and all of them designed to give class and distinction to high class merchandise.

These and many other display devices are illustrated and described in Catalog "W," which is now being distributed. Merchants and display men will find much to interest them in this handsome book which will be sent upon receipt of a request addressed to the Decorators Supply Co., Archer avenue and Leo street, Chicago.

Removal Notice

The Chicago Statuary Co., formerly at 476 Milwaukee avenue, has secured much larger quarters at 401 North Desplaines street. Here they have three spacious floors and improved manufacturing facilities which will enable them to handle their rapidly growing business. This company manufactures a large and varied line of statuary and plastic relief ornaments. It is the intention to add many new designs.

SPRING AND
SUMMER
DECORATIONS
FOR
WINDOW
DISPLAYS

Modern sales creators. Very latest ideas in artistic decorating. Send for catalogues.

**DOTY & SCRIMGEOUR
SALES CO., INC.**

30 Reade St.
New York, N. Y.

The House of Novelty
Decorations

Esterbrook Speed Pens for Card-writing & Lettering



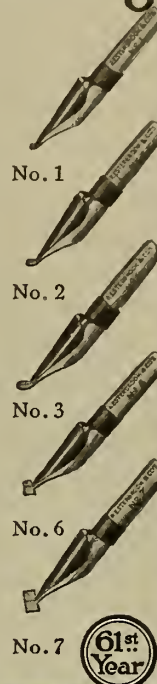
Faster and cleaner work than with a brush—always ready for work. Made in 6 styles to suit different kinds of work. Carries as much ink as necessary for long, swift strokes.

Endorsed by many of the leaders in the Card Writing profession. Send \$1.00 for a sample dozen, assorted, and learn how easy your work becomes.

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90-100 Delaware Ave.

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DEVOE

Show Card Colors are approved by the best Cardwriters and Sign Shops in America and Canada. Made in 24 colors to meet all requirements.

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Card

Devoe line of Show Card Brushes includes all

shapes and styles with nickel and copper ferrules. Made in our own factory by experienced workmen and will give perfect satisfaction.

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Plan Your Show Windows from This Portfolio



Twenty-two Full Page Drawings fully described

By M. P. Staulcup

Practical and Economical Decorations

Price Only \$1.00 Postpaid

Book Dept.

The Merchants Record Company
431 SO. DEARBORN ST. CHICAGO

Learn the Sign-Show Card Business



Unlimited possibilities are opening up every day in this field. Large firms everywhere want men with creative ideas. Keen commercial competition calls for most aggressive and up-to-date advertising methods. New and striking effects constantly demanded in Window Cards, Bulletin Boards, Signs and Show Cards.

Big Opportunity for Originality

Unusual openings for those who develop constructive imagination. Don't smother your ambitions and ignore your latent abilities. Make the best of your talents—develop your originality—learn to make your abilities earn big money. Get into the Sign-Show Card Business "where originality counts." Our Course teaches how in a few short months. Thousands of successful graduates prove our ability to successfully teach you.

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Our training will give you perfect confidence in your own ability to command a big salary. You are taught how to direct your efforts along profitable lines. You get the close, personal counsel and help of instructors, which makes your ultimate success sure. Nothing is left to guess. Every lesson is designed to bring out the practical helps so essential in realizing the necessary training for successful work.

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Every phase of work is covered. Instruction is complete, thorough and easily understood. Lessons start at bottom and proceed logically and naturally to the finish. You are thoroughly familiarized with intricate and involved lettering, color work, shading and letter designing. You are also taught gold-leaf lettering on glass. Each lesson is designed to bring out and develop YOUR ideas. This helps to give originality and individuality to your work.

Every day brings letters from graduates who are proving value of our Course. Read these extracts: "Am more than satisfied. Your method surely the best." "Self-reliance developed by practical execution of work is important. Personal instruction valuable." "Thanks for fulfillment of all promises." "Am pleased to recommend your School to anyone wishing to study this branch of the art profession."

Read This Guarantee

We guarantee to place graduates in positions paying \$85.00 to \$175.00 monthly after they have completed prescribed course and demonstrated proficiency. Requests for competent men exceed supply.

Don't Doubt—Ask for Proof! Get our literature and samples. Ask about our Free Outfit Offer. Write for proof of our ability to successfully teach this business. Send today—NOW—in fairness to yourself.

Detroit School of Lettering

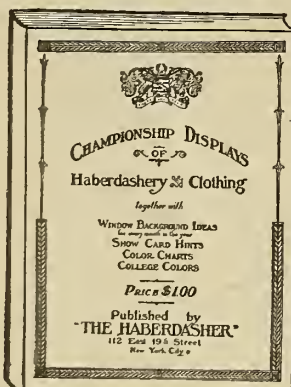
"Where Originality Counts"

L. S. STRONG, President and Instructor

1044 D.S.L. Bldg.

Detroit, Mich., U. S. A.

Collection of Some of Latest Displays of Clothing and Haberdashery



There has just been published a most valuable book for the displayman handling men's lines. Here is shown the work of many of the best men in the business in every part of the country, including trims in The Haberdasher's National Championship for 1916 shown. Any one of hundreds of ideas worth more than the price of the book. Should be in the "library" of every displayman.

"THE HABERDASHER"

National Championship Displays of Clothing and Haberdashery

DESCRIPTION OF BOOK

This is a big book—112 pages, 9½x12 inches—122 half-tone illustrations of complete window and unit trims—30 pages of background suggestions, for each month in the year—346 texts for show cards—3 color charts, individual color chart—complete list of college colors, printed on extra fine paper.

PRICE \$1.00 PREPAID

Please remit with order

The Merchants Record Co.

431 So. Dearborn Street

Chicago, Illinois

"THE HABERDASHER'S" SHOWCARD WRITING SYSTEM

COMPLETE IN THIRTY-FOUR LESSONS



94 Pages

198 Illustrations

34 Lessons

27 Alphabets

Color Charts

College Colors

Card Phrases

\$1.00

The Latest Book on Show Card Writing for the Retail Store

This book, just off the press, is specially written to be used by the card writer in retail stores. The authors are A. E. Hurst and C. J. Nowak, two of the best known men in this field. The book thoroughly covers the subjects of equipment, and gives all the latest ideas of interest to the card writer. Experts say that this is the best book, in the field, ever made to sell for \$1.00. Every man interested in show card writing for retail stores will get a big lot of help from this book.

Ask for the Haberdasher's Show Card Writing System

PRICE 1⁰⁰ PREPAID

The Merchants Record Co.

431 So. Dearborn Street,

Chicago, Ill.



Creators of the Newest Ideas in

Valances and Panels

French Drape Valance a Specialty

Write today for our new catalogue and prices

THE WINDOW DECORATIVE WORKS

1250 W. Fourth Street, CLEVELAND, OHIO



IT'S REAL PLEASURE TO letter "Lackner ready to letter cards." Every card is "special process printed" in heavy lithographic colors, assuring you absolutely clean cut high class work. You won't find any rough edges or stencil blurs so often noticed in hand air brushed cards.

Catalog is yours for the asking, if you write on business stationery.

THE LACKNER COMPANY

108-110 West 5th Street
CINCINNATI, OHIO

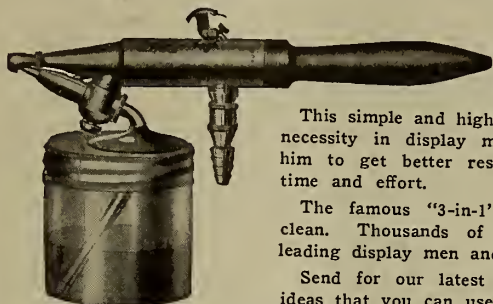
For Flower and Foliage of Quality of course

L. BAUMANN & CO.

357-359 W. Chicago Avenue
CHICAGO, ILL.

If you did not receive our spring catalogue, write for one.

You can do better work with a PAASCHE



Every displayman
needs a PAASCHE
Model "D" Air Brush

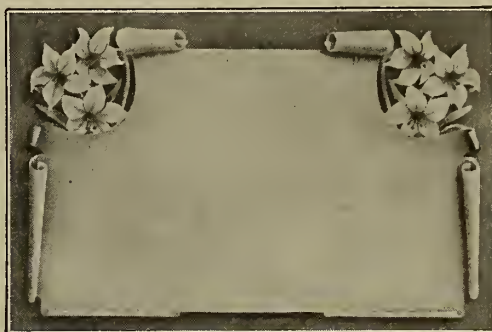
This simple and highly efficient tool is a practical necessity in display man's equipment. It enables him to get better results at a greater saving of time and effort.

The famous "3-in-1" is easy to use and keep clean. Thousands of them are in daily use by leading display men and showcard writers.

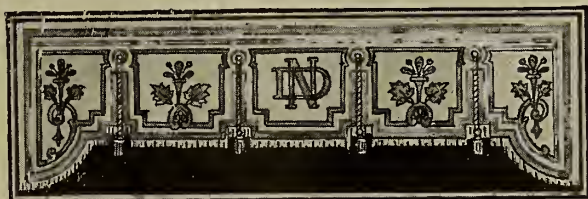
Send for our latest catalog—it is full of clever ideas that you can use.

Paasche Air Brush Co.

1229 Washington Blvd.
CHICAGO



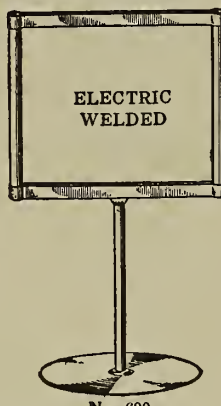
Beautiful effects are easy with a PAASCHE



NADECO MAID STOCK VALANCES

New Illustrated Catalog—Just off Press
Write for your copy—and Name of Local Dealer

The National Decorative Co.
510 Federal St. Camden, N. J.



No. 690

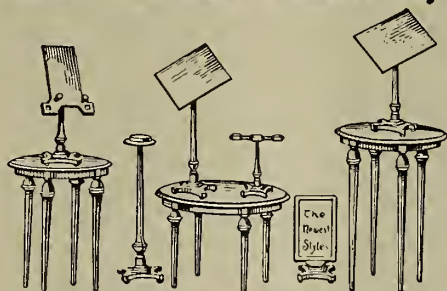
Best and
Cheapest
Price
Card, Stands,
Easels, Etc.



"Jaxon" Doll Stands
Adjustable 6 Sizes

J. B. Timberlake & Sons, Mfrs.
JACKSON, MICH.

Make Your Show Windows Pay Your Rent



Our Line of
Period
Display
Fixtures
Will Help
You Make
Effective
Window
Displays

Many Sales Are Made on the Sidewalk
New Catalog No. 92 on Request

The Oscar Onken Co. 3748 West Cincinnati, Ohio,
Fourth St. U. S. A.

FOR WINDOWS AND BACKGROUNDS

Use Silk Plushes, Velours, Felts, Cretonnes
Tapestries and Sunfast Draperies

Write for Samples and Prices

F. A. RAUCH & CO.

410 South Market Street, CHICAGO, ILLINOIS

INSTANT "BLACK PEN INK"

Patented 1911-1918

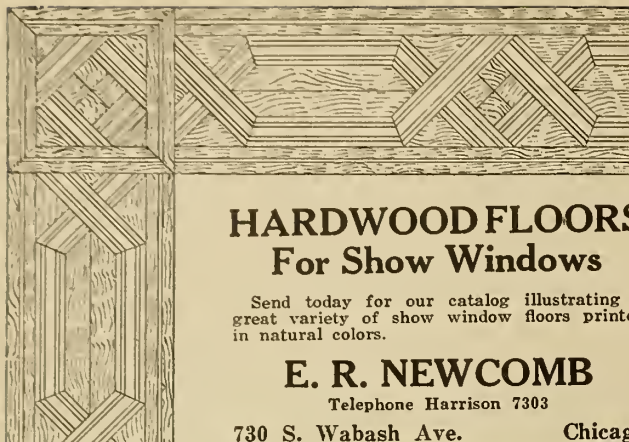
For Show Card Writing, Art Work and Drawing, also air brush work.
\$1.00 per Quart 75c per Pint

Chemicals enough for one quart, or one pint mailed in dry form.
Simply mix with water. Guaranteed not to mold, settle or corrode.

INSTANT INDELIBLE INK CO.

3342 Cullom Avenue

Chicago



HARDWOOD FLOORS For Show Windows

Send today for our catalog illustrating a great variety of show window floors printed in natural colors.

E. R. NEWCOMB
Telephone Harrison 7303
730 S. Wabash Ave. Chicago

BETTER DISPLAY FIXTURES

MANUFACTURED BY
D. W. WOODRUFF AND COMPANY



*Perfect
Equipment
Perfect
Service*

Send for Folder

360 Howard St.,
San Francisco, Cal.

No. 118 No. 120 No. 122



Valances and Shades


To Your Order for Your Spring Windows

We are specialists in French Puffed Shades and can offer exceptional values in this line. Send for our new catalog.

ART WINDOW SHADE CO.

2838 Broadway CHICAGO

Here's the proper ready-to-fit eyelashes for wax figures. The same as we supply to leading manufacturers of wax figures both in United States and Canada.



Eyelashes made of the finest French stock. Correctly shaped. Full directions included enable any person to fit them in place. Price per set (of four lashes), 50c; six sets, \$2.50; 12 sets, \$4.50.

LIQUID IVORY CEMENT


The Most Powerful Cement Known

Mends joints solid as welded iron. Dries hard over night. For broken wax fingers, broken dolls or anything where it is necessary for permanent joining.

Fully Guaranteed

2	Ounce Bottle,	\$0.50
4	" "	.75
6	" "	1.00
8	" "	1.50
16	" "	2.00
32	" "	3.00

Full directions how to use with each bottle.



HARRISBURG WAX FIGURE RENOVATING CO.
335 Crescent Street Harrisburg, Penna., U. S. A.



ONYX PAPER

A new, original and effective paper for artistic window decoration.

Use it in Your Show Windows

A perfect reproduction of the genuine stone, our onyx paper is without doubt the most appropriate covering for window backgrounds and floors, panels, columns, dividers, pedestals, draping stands, scenic frames, units, flower boxes and other surfaces. We also have a new paper that reproduces Circassian Walnut perfectly.

In stock in convenient size in many beautiful colors and patterns. Write for samples.

Now being used with splendid results by leading display men throughout the country.

AMERICAN LITHOGRAPHIC CO.
19TH ST. & 4TH AVE. NEW YORK



An establishment RENTING children's, women's and men's display figures, costumed to fit your IDEAS. Rented at nominal cost.

SCHMIDT DISPLAY STUDIO

Historical and Modern Wax Figures.


920-922 No. Clark Street CHICAGO

S. M. MELZER CO.

Manufacturers of

Display
Fixtures

Show
Forms



Wax
Figures

Brass
Railings

915 Filbert Street Philadelphia, Pa.

Dietz Decorations

Our floral decorations have won a national reputation, quality, beauty, and reasonable cost. Our low manufacturing and selling costs enable us to offer you the greatest possible values. If our salesman does not call upon you, write for samples, telling us what you want. We can supply you at a saving.

E. C. DIETZ

Successor to Wm. Buhrig Co., Established 1899
219 E. 34th St. NEW YORK

Want, For Sale, Etc.

All Notices under this Department, \$1.50 each insertion of 40 words or less, and 30 cents for each additional 10 words.

WANTED—Window trimmer, young man of experience. Write, stating qualifications and expected salary. Address, L. S. Ayres & Co., Indianapolis, Ind.

HELP WANTED—An experienced Window Trimmer, Card Writer and Advertiser for department store. State salary expected. Write full particulars to M. Blum, Rice Lake, Wisconsin.

HELP WANTED—Have position for competent Display Manager. Must be skilled card writer and man of exceptional ability. Good salary for right man. Apply at once to Smith Metzger-Wright Company, Warren, Pa.

HELP WANTED—A window trimmer and advertising man for dry goods, ready-to-wear and clothing store with four windows. Only those who can give reference need apply. Address, Ware & Solomon, Helena, Ark.

FOR SALE—Fifteen high-grade, used wax figures, including Culvers, Palmenberg and other makes. Will sell separate or in lot at attractive prices. A rare chance for some one. Address, L. S. Ayres & Company, Indianapolis, Ind.

NO ONE need be without window display ideas. My trained force scouts coast to coast for clever retail trims. Fifty latest detailed reports, \$2.00. Money returned if not one usable suggestion. Address, Ernest Dench, Sheepshead Bay, N. Y.

HELP WANTED—Window display salesmen who have sold large quantities of forms and fixtures can double their sales and triple their income by taking the Sobel's Agency. Write J. Sobel, 143 Grand St., New York, for information as to what others are doing. You can do likewise.

POSITION WANTED—Display manager connected with one of the largest Men's Wear Stores in the United States desires a change to where his efforts will be rewarded. Put in windows that have the punch to create sales, which I have proven by sales made. Address, Box 374, c/o MERCHANTS RECORD Co., 431 So. Dearborn St., Chicago, Ill.

POSITION WANTED—A No. 1 Display Man and Card Writer desires to connect with progressive establishment; twelve years experience; five years in large department store; can trim any kind of windows and paint scenic backgrounds. Will send samples and photos of work. State size of store and salary in first letter. Address, Box 373, c/o MERCHANTS RECORD COMPANY, 431 S. Dearborn St., Chicago, Illinois.

HELP WANTED—A splendid opportunity for a high-class thoroughly experienced young man as window trimmer in men's wear. One who can trim productive windows; one who has had advertising experience preferred; to take charge of work in one of Ohio's liveliest clothing, haberdashery and hat shops in city of one hundred thousand. Prefer man of pleasing personality who is capable of doing floor walker work in the afternoons and Saturdays when not busy on other work. Give age, number of years experience, salary at present commanded, past and present references and any other information you may be able to impart in first communication. All applications will be held as strictly confidential. Address, Box 375, MERCHANTS RECORD COMPANY, 431 S. Dearborn, Chicago, Ill.

REMOVAL NOTICE

APEX SHOW CARD SERVICE

224 Cass Avenue Detroit, Mich.

Larger Quarters, Better Location and Same Low Prices.

Agents Wanted for our 11x14 stock cards, 500 wordings, 2,000 Designs—150% profit.

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DO IT NOW!

WRITE US ABOUT OUR NEW SIGN OUTFIT,
READY APRIL 10.

F. & J. DONNELLY

2548 Coral Street

PHILADELPHIA, PA.

Air Brush Stencil Designs

5 11x14 cut stencils with sketch of each, \$5.00

Can be used on different size cards.

Our Air Brush Colors won't clog the brush.

Let us send you circular of designs.

L. O. BUTCHER & BRO. 673 W. MADISON ST.
CHICAGO, ILL.



Botanical Super Decorations in one of the Spring Windows of Marshall Field & Company



THE best stores are satisfied only with the best decorations. That is one reason why our—

Super Decorations

were used this season by Lord & Taylor, B. Altman, Franklin & Simon Co., John Wanamaker, McCreery & Co., Joseph Horne Co., and many more of the foremost stores of America.

When you require decorations for any occasion—the simplest or the most elaborate—it will be to your advantage to consider our line.

May we place your name on our mailing list?

The Botanical Decorating Co.

Manufacturers and Importers of Artificial Flowers and Decorations

208 West Adams Street

Chicago



A Spring Display by Marshall Field & Company Showing Botanical Super Decorations



BOTANICAL SUPER DECORATIONS were used in all of the windows and throughout the interior of Marshall Field & Company's store this season. The pictures shown here illustrate two of the notable displays made by this store. This is but one of the many great establishments that come to us. We can serve the small store as well as the large one and you will find our prices as satisfactory as our merchandise. We have a special line of low priced decorations for parades, carnivals and similar occasions. Send for our latest catalogs.

The Botanical Decorating Co.

Manufacturers and Importers of Artificial Flowers and Decorations

208 West Adams Street

Chicago



DISPLAY EQUIPMENT FOR FOOTWEAR

— *Catalog No. 44* —

This handsome book of 72 pages is more than a catalog. It is a practical handbook of display for the up-to-date shoe department. It shows the very latest ideas in fixtures and illustrates a variety of attractive ways in which these fixtures may be used to good advantage.

In addition the splendid line of Curtis-Leger shoe fixtures this catalog illustrates practically every item needed in the equipment of a modern shoe store. This includes valances, plushes, fitting stools, seating, rolling ladders, etc.

This good catalog is now ready for mailing—send for yours today.

Art Valances

We have 35 new patterns in continuous design valance ready for immediate shipment. Prices from \$1.00 to \$2.00 per foot.

Display Forms

New models, just what you want to carry summer garments. Besides our famous composition forms we have a new line of papier mache enamel forms. Order one and be convinced.

May we send you our 1920 literature?

CURTIS-LEGER FIXTURE CO.

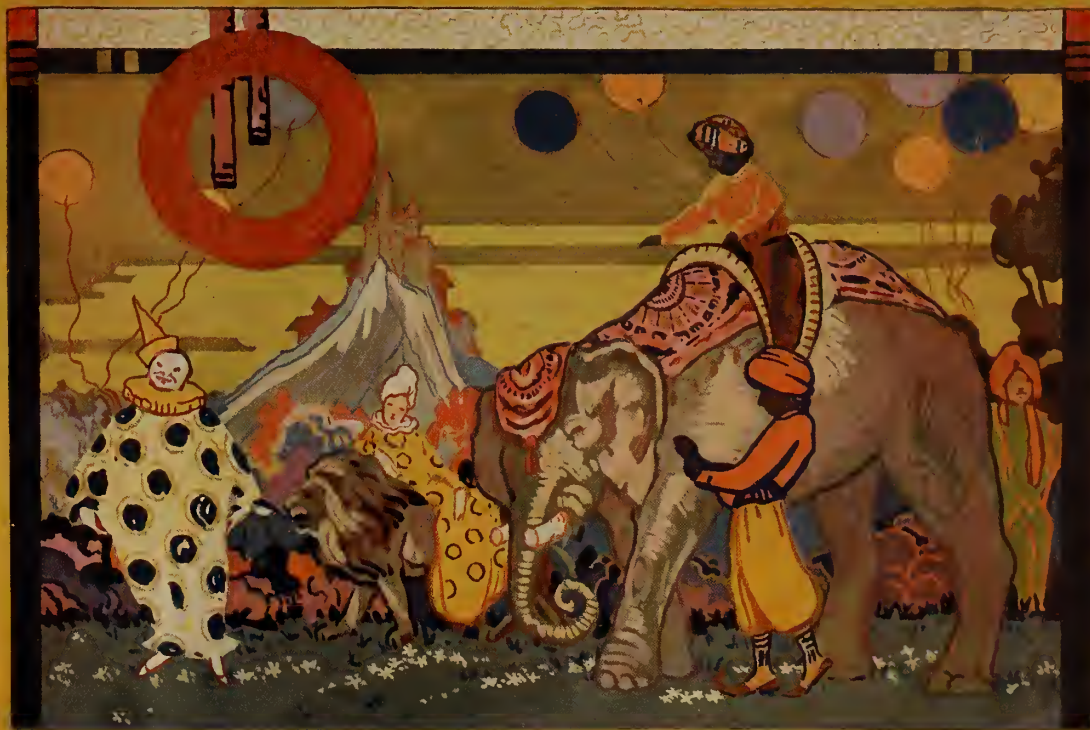
ESTABLISHED 1869

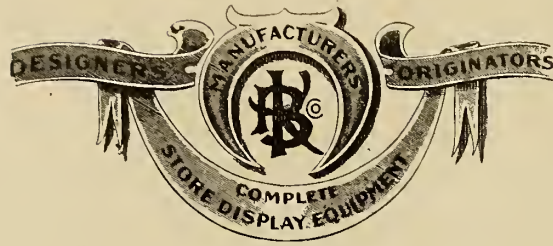
237 West Jackson Boulevard

CHICAGO

Merchants Record and Show Window

May, 1920





Due to Our Extraordinary Development
in the Manufacture of

Display Equipment

We Are Obligated to Extend Our Present Operations
with Additional

Sales and Exhibition Rooms

Where We Will Embody Under One Roof
the Most Exclusive Ideas of the Craft

To Be Located At

Hotel Imperial Building

1244 Broadway at 32nd Street

Ready to serve you after June 1

Factory
Holyoke, Mass.

THE BARLOW-KIMNET CO.
EXECUTIVE OFFICES AND SHOW ROOMS
724 BROADWAY
NEW YORK

Factory
New York, N. Y.

Makers of the Mannequin Products.

MERCHANTS RECORD and SHOW WINDOW

An Illustrated Monthly Journal for Merchants, Display Managers and Advertising Men.

Eastern Office
5001 Woolworth Bldg.
New York City

Published by

The Merchants Record Co.

Publication Office
5707 West Lake Street
Chicago

SUBSCRIPTION RATES

In advance, postage prepaid

United States, Canada, Mexico and Cuba . . . \$3.00 a Year
All Other Countries . . . \$4.00 a Year

ADVERTISING RATES

Classified advertisements \$1.00 for five lines or less. (additional lines 15 cents each) each insertion. Payable in advance.

Display rates furnished on application.

Direct all letters and make all remittances payable to the order of The Merchants Record Co., 5707 West Lake Street, Chicago. Payments made to other than authorized collectors will not be recognized.

MEMBER CHICAGO TRADE PRESS ASSOCIATION

OFFICIAL ORGAN OF THE INTERNATIONAL ASSOCIATION OF DISPLAY MEN

Entered January 16, 1903, at Chicago, Ill., as second-class matter, under Act of Congress, March 3, 1879.

VOLUME XLVI

NUMBER 5

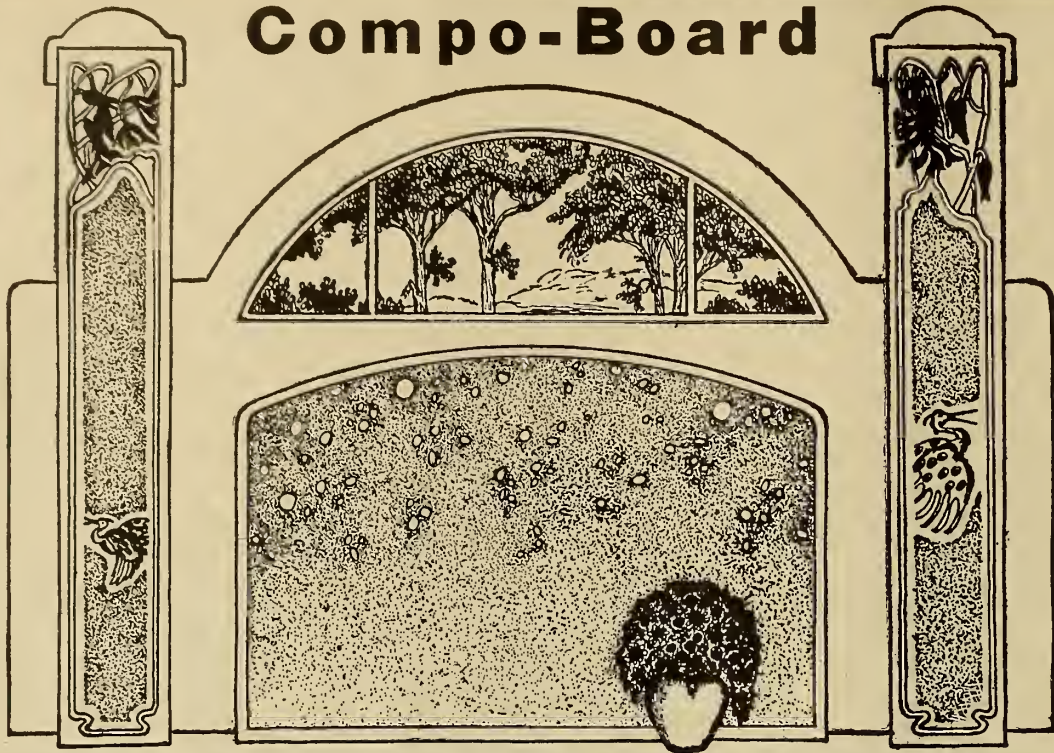
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COMPO-BOARD

Compo-Board

COMPO-BOARD



Herewith is shown just one of thousands of ways Compo-Board may be used for window backgrounds, cut outs, window dividers, partitions, etc. Compo-Board is the old original and genuine wood board.

Compo-Board Company

1404 LYNDAL AVE. NORTH
MINNEAPOLIS, MINNESOTA

Make Buyers Out of Passersby

Hugh Lyons fixtures and forms are built by master craftsmen—built to aid you in attracting buyers inside your store.

Hugh Lyons fixtures are found in the better class of stores because they are the work of men who thoroughly understand the value of attracting attention.

Let us send you our catalogs showing our complete line of fixtures and wax and papier mache forms. Our supplementary catalogs containing our period designs will be mailed to you upon request.



HUGH LYONS & COMPANY
MAKE BUYERS OUT OF PASSERSBY
LANSING - MICHIGAN
NEW YORK SALESROOM 35 W. 32nd STREET
CHICAGO SALESROOM 234 S. FRANKLIN ST.

KICHLER VALANCES

C. A. VERNER CO.
BOOT MAKERS
349 FIFTH AVENUE
PITTSBURGH

February 14, 1920

The L. A. Kichler Co.,
717 Lakeside Ave., N.W.,
Cleveland, Ohio.

Gentlemen:

The window valances arrived in good time for the opening of our new store and we are well pleased with the workmanship and effect of same.

We are sending you a photograph of the front which may be of interest to you.

Yours very truly,
C. A. VERNER COMPANY
Per *John Miller*

JM:J

are more than just Valances because Kichler has studied individual store requirements. Your store should look different and you can't make it look different unless you use a distinctive valance, which will lend good taste and character to your window. With this in mind, we have established a new service. We will submit, without obligation, upon receipt of a diagram and measurements of your window, special colored sketches showing exactly how your particular window will look with a valance distinctively yours. As before mentioned, this service incurs no obligation. All we ask is the opportunity to co-operate with you.

Note the decorative and advertising value the valances have added to the windows. The eye is not offended. The display is enhanced. The store front is made more inviting.



THE L. A. KICHLER CO.

717 Lakeside Ave N. W.

CLEVELAND, OHIO

FLOAT DECORATIONS



This page shows some of the many designs made by a number of leading display men throughout the country using our Patent Floral Sheeting. Some of the floats were finished under Mr. Gasthoff's personal direction, such as the No-Tsu-Oh at Houston, Tex., and the Gasparilla celebration at Tampa, Fla., etc. Our Patent Floral Sheeting can be made in any design and color special to order. Orders for special decorations for floats and automobiles, must be placed early.

- No. 1. Red, White and Blue Float, by Will Fread, with A. Herz, Terre Haute, Ind.
- No. 2. G. A. R. Float by W. L. Heuman, with Ziesel Bros. Co., Elkhart, Ind.
- No. 3. Rotarian Float by H. C. Whitnack, with H. B. Sykes Co., Elkhart, Ind.
- No. 4. Music Float Design by J. F. Gasthoff, for Houston, Tex., celebration.
- No. 5. Moose Home Float, Tampa, Fla.
- No. 6. Design by Will Fread, with A. Herz, Terre Haute, Ind.
- No. 7. A Shrine Float Design by J. F. Gasthoff.
- No. 8. Float Design by J. F. Gasthoff.
- No. 9. American Beauty Rose Float.
- No. 10. A Battleship Float by Graastad.
- No. 11. Queen Float Design by J. F. Gasthoff for Houston, Tex., celebration.
- No. 12. Design by J. F. Gasthoff for Houston, Texas., celebration.
- No. 13. A Float Carrying Automobile, by J. F. Gasthoff for Florida's Gasparilla celebration.
- No. 14. Elks' Float Design by J. F. Gasthoff.

PARADE DECORATIONS

- 901—Floral Sheeting, White, per sq. yd., \$0.90; colors, per sq. yd., \$1.00.
- 906—Red, White and Blue Wheel-Cover, 23-inch each, \$0.85; 27-inch, each, \$0.95.
- 923—Moss Paper Festooning, any color. Per dozen rolls, \$3.75; per hundred rolls, \$30.00.
- 922—Auto Plumes, 24 inches in length; each, \$0.15; per hundred, \$12.00.

SHORT STEM FLOWERS

- 202—Chrysanthemums, any color; per gross, \$3.50.
- 208—Poppies, any color; per gross, \$5.50.
- 241—Small American Beauty Rose, per gross, \$3.50.
- 240—Medium American Beauty Rose, per gross, \$4.50.
- 239—Large American Beauty Rose, per gross, \$5.50.
- 235—Japanese Wistaria, 9-inch, pink or lavender, per gross, \$3.90.
- 236—Japanese Wistaria, 12-in., pink or lavender, per gross, \$4.90.
- S222—Carnations, any color; per gross, \$1.25.
- S223—Extra Large Size Carnations, any color; per gross, \$2.50.

The above is only a small list of our short stem flowers. Our prices, comparing material are much lower than you pay elsewhere.

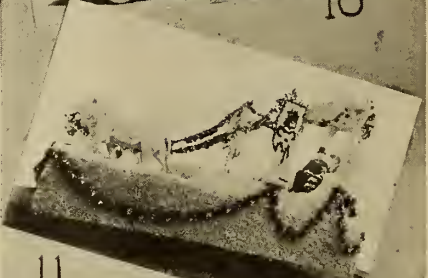
Write for our complete Catalog of Floral Parade Decorations today.

J. F. GASTHOFF & CO.,

Leading Manufacturers of Artificial Flowers and Decorative Supplies.

Danville,

Illinois



THE DECORATORS SUPPLY COMPANY



Y the Window Display you indicate to the passer that the merchandise, service and environment are of high standard.

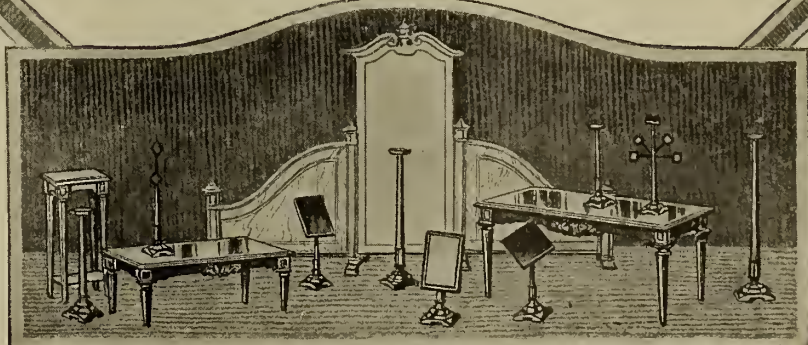
You can have the *Best Patronized Store* in the community if you equip with our *Distinctive Fixtures*.

Catalogue W sent on request, illustrates fixtures, backgrounds and other decorations, shows many interesting ideas for the display of merchandise. The largest factory of the kind in the world invites your inspection.

THE DECORATORS SUPPLY CO.

ARCHER AVENUE AND LEO STREET
CHICAGO, U. S. A.

*The fixtures
shown are
on Correct
Gothic
Lines*



Bathing Suit Days Are Here

Our inexpensive backgrounds and fixtures will help to double your sales in this line.



Our bathing suit window backgrounds are made up in snappy air brush designs, brilliantly colored and full of life. Size of panels, 28 x 44 in. In sets of four or less, per panel, \$1.25.

No. 240. Women's Bathing Suit Forms. Richly colored in natural tints on heavy artboard with wood base and standard, 30 in. high with black, red or blonde hair. Each \$2.00.

No. 528. Men's Forms for Bathing Suits. Made with six different faces. Also great for showing pajamas, underwear, etc. Each, \$2.00.

Order a dozen each of these forms and enough panels to fit your window.



You will find them wonderful attention getters. They will pay for themselves in added sales the first day they are used.

Send us your order today.

Rolla Mount Studios 104 W. Monroe St. CHICAGO

It's an American Trait to Try

American merchants are the fairest traders in the world. They will give anything a fair trial and it is in this way that many of the meritorious products of today have been built to greatness.

The merchant who "tries" settles all doubts and often discovers goods of great merit—he also discovers many imitations. The manufacturer who has something worth while profits by the trait of trying—the other chap does not.

When you have tried an article, you know it, but you can't really know the article until you have tried it. That is why we ask you to try Sobel's forms and fixtures.

We know how superior these forms and fixtures are. So do J. C. Penney Co., operating 297 stores; Adelberg Feder Stores, operating 100 stores; N. Y. Waist House and N. Y. Waist Stores, each operating 50 stores, and many others too numerous to mention. But *you* don't know unless you have tried them.

Almost all chain store operators have tried our forms and fixtures with such satisfying results that our 1919 sales increased 60 per cent over 1918. We know that our 1920 sales will increase 100 per cent over 1919.

Mail us your order at once and if you don't like the goods when you receive them, return them at our expense—both ways.

DAVID SOBEL'S SONS

Successors to Co-Operative Display Fixture Co.

143 Grand Street

NEW YORK

Latest style, full enamel (not half-way enamel), waist form. Mounted on No. 1 base, round wood, white enamel, or on base No. 2 shown opposite. Price, \$10.50. Place your order at once as this style form is ordered by the New York Waist House in thousand lots and our big stock is being sold rapidly.

Agents—Correspond with Mr. J. Sobel personally before your territory is taken.

Best Style Costume Form, full enamel. Mounted on No. 2-12 in. wood white enamel base or No. 1 base (opposite). Price, \$15.00, until our output is taken as J. C. Penney Co. and Adelbert Feder Stores are ordering for 400 stores. Live Agents for this line wanted. Write to Mr. J. Sobel today.

The Average Display Man

THE AVERAGE DISPLAY MAN does not work for a high class "exclusive" shop, catering to a "carriage trade" and having an unlimited appropriation to be spent for decorations. Neither is he employed by a cheap store that cuts its window decorating expenses to the lowest possible figure and begrudges every penny that is spent for display.

The Average Display Man works for a good store that handles good merchandise and appreciates the value of good window decoration. It is a store that is willing to spend whatever may be necessary to get the best results from its windows, but refuses to pay for decorations more than they are worth.

The Average Display Man knows his business very well indeed. He understands that flowers are used in a window to create a certain effect. This effect depends upon color, design and the skilled handling of decorations rather than upon the costliness of the materials used. He knows from experience that inexpensive materials, cleverly handled, will produce the effect he requires at a price his employer can afford to pay.

This firm has been established to meet the requirements of the Average Display Man.

Service Flowers will always be low in price but never cheap in quality or appearance. They are made from the best materials obtainable by the most skilled workmen. The designs are practically as effective as the costliest imported products at a fraction of the latter's cost.

The Service Artificial Flower Co. has back of it a thorough knowledge of the manufacture of flowers and window decorations of all kinds. The new factory is equipped with every modern device for the economical production of goods of the highest order.

The line includes all of the standard designs and many new features in—

**Paper Flowers — Foliage — Vines — Sprays — Papier
Mache — Reed and Willow Baskets and
Vases — Backgrounds**

Send your name in at once for our mailing list.
Our new catalog will be ready for you June 1st.

Here Are Some Examples of Service Prices

No. 500 Wistaria, 10 inches long. Beautifully tinted, any color. Gross....\$8.00	No. 547 Poppies. Very handsome, any color, 6½-in. flower. Gross.....\$9.50
No. 506 Chrysanthemums. Well made, any color, 5½-in. diameter. Gross 6.50	No. 572 Dahlias. Any color, 4-in. diameter. A splendid decoration. Gross 14.00
No. 509 Chrysanthemums, Festoon- ing, any color, 3-yd. lengths, 4-in. diameter. Doz. yds..... 3.75	No. 593 Floral Sheeting. Any color. Per square yard..... 1.50
No. 511 Carnations. Large flower, any color. Gross 2.25	No. 594. Auto Wheel Cover. 26 in. in diameter. Any color combination. Each 1.50
All of the above are short stem flowers, made especially for float work	

The Service Artificial Flower Co. 1307 Clybourn Ave.
CHICAGO



Artistic Parisian Wax Figures
and Forms

PIERRE IMANS

Sculptor and Modeler in Wax

CHEVALIER OF THE LEGION OF HONOR

*Panama-Pacific Exposition, San Francisco, 1915, Hors Concours
In order to obtain perfect wax figures, see that my signature is
stamped in the wax.*

Do not buy wax figures before having consulted my catalogue.

Illustrated Catalogue No. 24 Free

Orders received through the medium of Paris Commission House

Packing Guaranteed Commission Export

10 RUE DE CRUSSOL, PARIS, FRANCE



When Making Changes In Your
Store Front, Do Not Overlook

**The Most Important
Improvement—Your
Show Window Lighting**



*No other change, no matter what the cost,
will so improve your windows*

A one-piece glass silver plated reflector of special design is now the recognized standard for window lighting. Compared to trough reflector or any other system, double the light will be obtained, using the same lamps. Not only twice the light at the same cost, but a better quality, making the window attractive and the goods displayed desirable.

Of Reflectors of This Kind,

“PITTSBURGH” REFLECTORS are

Insist on “Pittsburgh”
from your electrical
contractor.

The utmost in efficiency.
Unequalled for durability.
Most economically installed.
Lowest in price.


Write for catalog.
Submit sketch of window
for free lighting plans.

PITTSBURGH REFLECTOR AND ILLUMINATING CO.

Chicago Office,
565 W. Washington St.

PITTSBURGH, PA.

San Francisco Office,
75 New Montgomery St.



Decorations of Refinement and Originality

The modern display man is an artist who should have the best possible materials with which to express his ideas. We have made it our business to supply him with materials that are worthy of his talents.

To do this we have broken away from old ideas and antiquated methods.

Originality is the keynote of our policy—we do not copy; we create.

When you buy from us, you buy more than flowers or foliage. You buy our expert judgment based upon an intimate knowledge of window display.

You can make no mistake in anything you may select from our stock for anything we offer **has to be right**. We are the sternest possible critics of our own merchandise and every design must be perfect beyond the possibility of improvement before it is presented to the display man.

The striking superiority of our decorations becomes apparent when they are compared with others. They will always be found different and with a style and individuality of their own.

In addition to our own products our Mr. Martin Mittelmark has successfully searched the markets of Europe for desirable decorative material of which a large supply has been secured.

Our decorations combine originality and appropriateness with quality at its very best.

This interesting line will be shown throughout the country during the next few weeks. Make it a point to see one of our salesmen before selecting your fall decorations.

Natural Plant Preservers Co.

233 Fifth Ave.

New York

FOR 30 DAYS

We offer a straight discount of 15% from our usual low prices on our celebrated display forms and figures

We are moving our Grand Rapids factory to Chicago and find it necessary to reduce our stock temporarily to secure more room.

This is a real opportunity to save money on high-class fixtures of the latest models. Immediate shipment guaranteed.

Until June 15 we are offering these desirable forms at 15% less than our regular net prices.

This is positively the best fixture buy of the year and you can't afford to miss it if you sell women's wear.

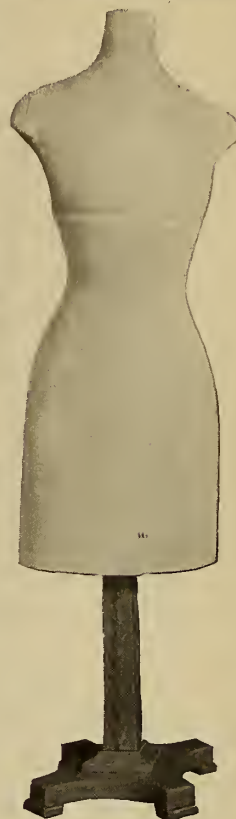
If you haven't our catalog, send for it now.



The forms on which we are quoting reductions are the very latest styles. They are perfect in material, workmanship and finish.

Beautifully finished in durable enamel and mounted on handsome wood bases in mahogany, oak or walnut.

Every piece is fully guaranteed.



Get our price list at once and make the most of this big offer

The Superior Brass & Fixture Co.

316 W. Jackson Boul.

Chicago

putting new life into your windows



Sales are made through window displays and you can't expect to sell merchandise through windows that lack "selling punch." Inject new life into your windows by introducing attractive backgrounds, novel cut-outs and a multitude of other ideas that are easily and economically constructed of

—EZY-BUILT—

Ezy-Bilt is endorsed by the leading displaymen.

ITS POSSIBILITIES

Its possibilities are practically unlimited. Backgrounds, Cut-outs, Pilaster decorations, Pedestals and thousands of other ideas are easily constructed of Ezy-Bilt at a nominal cost.

COST

Its low cost and the fact that it can be used on both sides makes it particularly desirable for the smaller stores as well as the large.

THE CATALOG

It is more than a catalog—it is a text-book on window board construction. A copy sent free on request.

HUNT-CRAWFORD CO.

COSHOCTON, OHIO

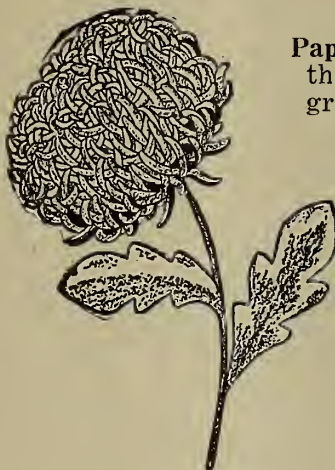
MID SUMMER DECORATIONS—ORDER NOW



Decorative Paper for Backgrounds

The use of scenic Panels in show window background decoration has created a demand for inexpensive panels, and in order to fill this demand L. Baumann & Co. are now making what they call Art Panels designed primarily for show window use.

Roses and Flowers of All Kinds



Paper Chrysanthemums, per gross\$5.50

Serpentines per hundred rolls\$1.50

Flags of All Nations, per hundred \$3.00

Accordion Plaited Paper, per dozen rolls ...\$3.50



No. 939—Festoon of Roses, Rose Buds and Foliage only the best grade of material, 48 inches long, any color, each..... \$2.50

Automobile Wheels, 32 inches diameter, each.....\$1.75
Background, per square yard..... 1.25
Paper Lanterns, per gross..... \$7.00 to \$30.00
Tissue Paper Shakers, per gross..... 50.00
Confetti, per hundred bags..... 3.20

Paper Parade Hats, per gr. \$11.00 to \$13.00



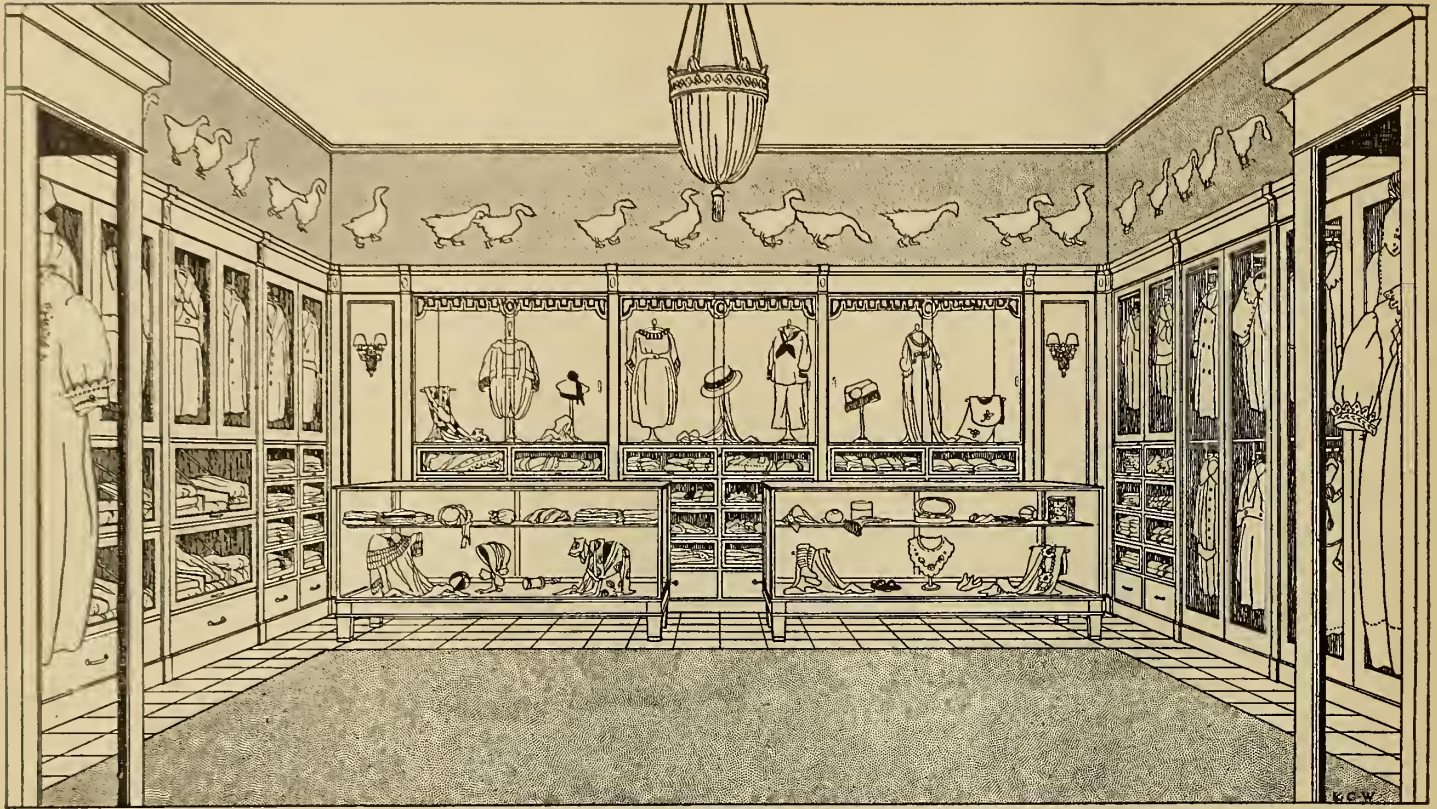
Write for Catalogs

L. BAUMANN & CO.—Flowers

Leading Importers and Manufacturers

357-359 W. Chicago Ave.

Chicago



Have You a Little Baby Shop In Your Store?

The family buying revolves around his imperial majesty, The Baby. Please him—sell things that make him look fittest, fattest, and happiest—and you everlastingly sell your store to his mother. He is her world. And she is a mighty good person for you to please.

Baby Shops today are toddling briskly to the front in the store of successful merchants. The attraction of this store to youngsters and mothers alike—the tasty arrangement of baby clothes in the cases and displays in illuminated fixtures, together with the appeal of tasty ivory enamel interiors to all women—is effective advertising for this department and for your store.

His majesty, The Baby, is exacting. Your stage settings for him should be the ultimate thing—not a makeshift collection of shelves, drawers, and counters, but a tasty, carefully arranged Baby Shop, where infants wear from the first layette onward is efficiently displayed in fixtures artistically built and designed to push the sale of baby goods.

A booklet just issued contains some valuable suggestions. Shall we send you a copy?

THE WELCH-WILMARTH COMPANIES GAND RAPIDS, MICH., U. S. A.

BRANCH OFFICES:

Chicago
Pittsburgh

Boston
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New York
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MERCHANTS RECORD and SHOW WINDOW

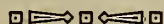
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NUMBER 5

MAY, 1920

Single Copies
Thirty-five Cents

More Business Thru Better Lighting

Success of retail stores dependent in a great degree on system of illumination in various departments—Individuality of store lighting—Proper systems aid to salesmen and customers—A few examples of excellent store and window lighting installations.



By J. K. Novins

THE average merchant cannot go to the tremendous expense incidental to the installation of elaborate store lighting systems used by the bigger department stores, but that does not relieve the merchant from exercising certain precautions in planning his individual store illumination. By ignoring certain fundamental rules in store lighting the merchant stands the chance of losing many sales.

As a matter of fact, many a merchant has wasted money and effort in an attempt to copy the larger department stores, only then finding out that the lighting system is entirely out of place. Store lighting has a certain individuality of its own, and no one system of illumination is adaptable to every retail store. A clothing dealer needs one lighting system, while a hardware dealer must accept one to suit his peculiar needs.

Many a time the merchant, suffering the expense of a new lighting system, forgets that what counts most with his store is illumination, and instead, installs an elaborate equipment of bright lights that serve no possible utilitarian purpose. This is best illustrated by an incident occurring in a middle west store very recently.

The owner of that store had installed an elaborate lighting system. He had gone to unusual expense, and he was naturally proud of his new equipment. One day a close friend of his happened into the store.

"What do you think of my new store light?" the storekeeper asked.

The friend, before replying, craned his neck upward to gaze into the brilliant lights.

The merchant needed no other answer. He knew that his lighting system was a failure. It was apparent to him that what impressed most was the brilliancy of the lights, and not the general illumination scheme. That is just the mistake some merchants make. They pay more attention to the brightness of the lights, and are least concerned with the kind of illumination afforded by these lights.

In the high grade department store there is a special lighting system for the jewelry department, and a different one for the furniture department. Yet the furniture dealer and the jeweler on the same street in the same city may be doing business with identically the same lights. They have never thought of fitting the lighting systems to their own peculiar needs. They use uniform lighting, although they should exercise individuality in this respect.

The dry goods department needs a distinct lighting system. The illumination must enable the salesman and the customer to determine the proper colors and shades of textiles. If the customers are impressed with the fact that the store lights will not result in misjudgment of colors they will be satisfied customers.

The lighting systems used by Halliburton-Abbott Co. in Tulsa, Oklahoma, and the White House in El Paso, Texas, are typical examples of the kind of systems that many storekeepers are beginning to



ILLUMINATION AT WANNAMAKER & BROWN'S, PHILA., PA.

use with satisfaction. The chief feature of these systems is that the light produced corresponds as near as possible to natural daylight and enables the salesman or the customer to examine the article under natural conditions.

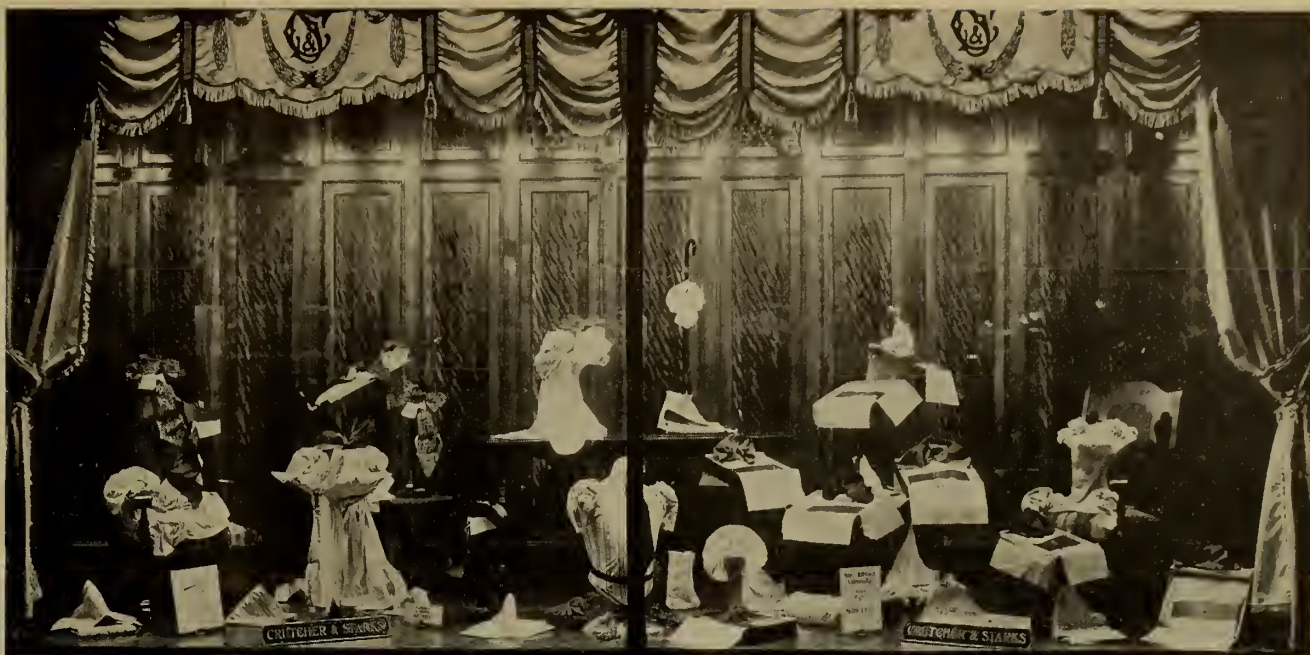
Under the old lighting systems, the light would blur the original color of the article, making grey appear as black, blue serge as black, and it would generally result in uneven distribution of light. The system adopted by Halliburton-Abbott consists of a series of globes affixed to the ceiling of the store by chains. Each globe is nineteen inches in diam-

eter and twelve inches deep. In each globe is concealed a reflector which directs the light down into the globe, thereby giving the light a maximum of efficiency. The bowl is made of thin layers of glass, one of which is blue, absorbing the excessive rays of orange and red produced by the light within the globe. When the lamp is lighted a white light is shed to all parts of the store.

The progressive merchant must regard one important fundamental principle of store illumination. Artificial light is not pure light. When focused on an article, particularly a garment, the real color of the garment will not be revealed. This is the one reason why a customer mistakes a grey coat for a black one. The cause of this is attributed to the excessive red and orange rays produced by artificial light which tend to conceal the real color of the article upon which the light is focused. Illumination experts have shown over and over again that artificial light tends to modify the true colors of fabrics. In the Halliburton-Abbott system the thin layer of blue glass serves the purpose of eliminating the harmful rays of red and orange and purifies the light produced by the lamps to the extent that the lights approximate daylight in its natural form. A similar system is used by Wanamaker and Brown of Philadelphia, and of late it has been adopted by other high grade department and dry goods stores—such as McCreery in New York and Bamberger's in Newark.



2ND FLOOR, PALAIS ROYAL, WASH., D. C., 400-WATT MAZDA 14-INCH BLOWN ALBA BALLS AND "Y-6" FIXTURES.



EXCELLENT EXAMPLE OF WINDOW LIGHTING AT STORE OF CRUTCHER & STARK, LOUISVILLE, KENTUCKY.

In a certain store in which a lighting system had been installed there was a noticeable falling off in business shortly after. The merchant went to an illumination engineer for advice. The latter explained that the lighting system in use in the store was too intense. The proprietor had been especially proud of this fact because he thought the intense light would aid the customers in examining the colors of fabrics. The engineer advised changing to lower intensity and the storekeeper began to use a smaller side illumination unit with highly satisfactory results. This simply goes to show that the best lights for a store are not necessarily the brightest lights. If the storekeeper has in mind a special display of black fabrics he should see to it that the light cast on this display is much brighter than in the case of a display of fabrics of light color. The darker the hue of the fabric the more intense should the light be.

Another instance: A brilliant light is desirable for the jewelry counter, in view of the fact that the goods are of the kind that shows best under strong light run above high efficiency. On the other hand, light of lower efficiency is desirable for the furniture department, for the effect must be mellow and home-like. In the furniture department a light tending toward red is highly desirable.

The merchant should see to it that glaring sources of light be eliminated as much as possible. There should be as much diffusion of the light as may possibly be obtained and instead of the light from the lamp striking one part of the store it should be diffused equally to all parts. This should be accomplished in a manner that will allow for the

elimination of all shadows. The best way to bring about this condition is to shade the light, concealing it from the human eye. Some merchants make the mistake of arranging the lights so that the rays strike the eyes of the customers, at times temporarily blinding them.

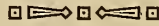
Light distribution is one of the essential factors to be considered in designing a lighting installation for a store. This can be accomplished by proper spacing, height and choice of reflectors. Most large stores are divided into bays, separated by pillars and columns. Therefore, equal candle-power units hung in the centre of each bay, will light all four pillars with equal degrees, and they will cast no shadows, each side being lighted to the same intensity.

Another important factor in illumination is the show window. It is best that the lights in the show window be concealed from the eye as only the rays should be diffused, thus making the illumination effect a very attractive and inviting one. Deep shadows should be avoided and all places where the goods are on display should have equal shares of the total influx of the light.

The lights in a show window should not only be concealed from the pedestrian, but the light should stream downward at an angle. If possible the source of illumination should be concealed by an attractive valance. This effect is very well accomplished in the Crutcher and Stark show window. The display resembles a stage and the lights are contained in reflectors which diffuse the rays in all directions. The light sources are hidden by the artistic valance at the top of the window and the artistic effect is completed by the curtains.

Successful Business Building

Rapid growth in business of the Metropolitan Company attributed to quality merchandise and service together with organization interests of employes—Business on co-operative plan with salesmen on strictly commission basis.



WHEN reviewing the development and success of modern retail store institutions much of interest is to be found in the unusual features of store service which distinguish the success of The Metropolitan, Dayton, Ohio, one of the most beautiful as well as popular and reliable



SECTIONAL VIEW OF 1ST FLOOR, THE METROPOLITAN, DAYTON.

retail establishments in the middle west. Because of its standing in the community which it serves and since the organization within is one of more than

ordinary merit and efficiency, the history of this store, recently enlarged by the addition of new departments provides a fitting subject for review in this publication.

J. H. Margolis, founder and president of the Metropolitan Company had what he is wont to term a *vision* back in 1913—in that vision he saw a beautiful and inspiring institution standing in all its splendor, monarch of the busy community in which it stood. Little did the “dreaming” Margolis anticipate the realization of his dream—at least in so brief a span of time, but the great building, housing within its massive portals a completely equipped and stocked clothing establishment today stands as testimony to the fact that the enterprising Margolis saw in that vision the channel through which he was to succeed.

Mr. Margolis, however, was not given to dreams—what he describes as a vision was nothing more or less than the result of much planning in which he kept ever before him the fact that if one is to succeed he must strive with energy, never losing sight of the goal which has been designated as the object of the effort. His plans, built on a solid foundation of judgment and experience brought the results, and in the fulfillment of them Mr. Margolis’ faith in the truths that good merchandise with good service,



NIGHT VIEW OF ILLUMINATED SHOW WINDOWS OF THE METROPOLITAN, DAYTON, O.



TROUSER SECTION AND GRAND STAIR CASE.



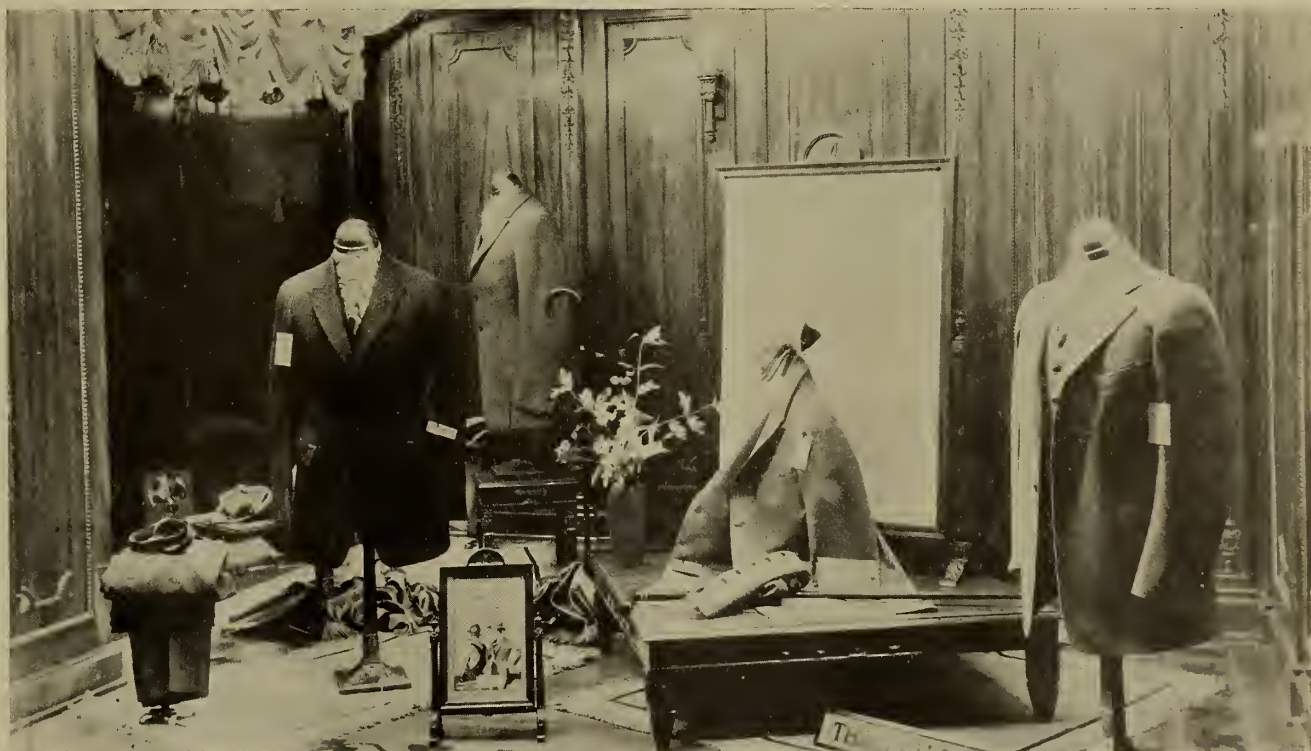
BLUE BEAUTY ROOM OF THE METROPOLITAN, DAYTON.

honest advertising and compelling window displays are necessary adjuncts to the successful business enterprise played a leading role.

The present Metropolitan occupies two entire floors with a frontage of eighty-five feet on Ludlow street and 125 feet on Fourth. On the first floor men's and young men's suits and trousers are shown and this department provides one of the best stocked sections of its kind in Dayton. There is a separate room for blue suits and is widely known as the "blue beauty room." This section is furnished in contrast with the balance of the store—being done in Jacobean tendencies, while the style evident in the balance of the department is strong in early English influence. The entrance to the "blue room" is flanked with modern equipped glass show cases.

A great staircase leads to the second floor where overcoats, top coats and raincoats are shown. To the right of the coat section is the alteration department where thirty-five people are constantly employed. Modern equipment used in this department insures the maximum of efficiency with simplicity and dispatch. The room is flooded with natural daylight, thus making it an ideal room where contented employes work to the best interests of the company.

Adjoining this alteration department is the delivery room where all finished suits are hung. Customers calling for suits are here provided with the facilities for trying them on as four spacious and attractively finished rooms are at the disposal of customers in this department. A beautifully fur-



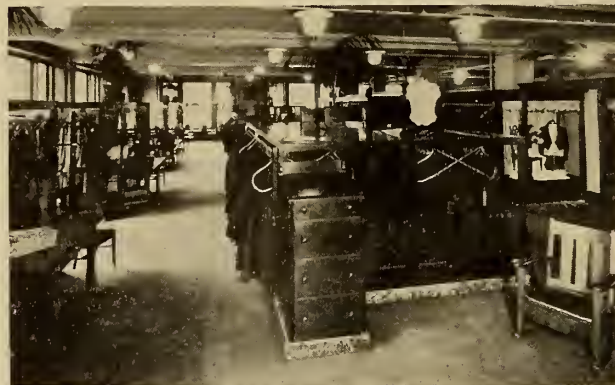
DISPLAY BY GEO. B. SCOTT, DISPLAY MANAGER FOR THE METROPOLITAN, DAYTON, OHIO.

nished ladies' rest room, general and private offices occupy the balance of the space on the second floor.

The Metropolitan Pep Club is provided with a club room in the basement where all employe members of the club meet twice a month. Immediately adjoining the club-rooms is the washroom, fitted out with shower baths and other comforts. The locker room provides a handy place for the personal property of the employes. A large section of the basement is given over to the workroom and studio of the display department and it is here that that popular display artist George B. Scott may be found with his corps of assistants. Mr. Scott is a display man of national prominence, his work having been recognized as worthy of many prizes in competitions conducted by MERCHANTS RECORD AND SHOW WINDOW and the International Association of Display Men.

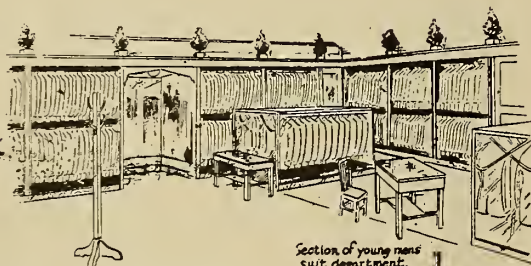
The display windows, the beauty of which has been marked since the advent of Mr. Scott as director of Metropolitan displays, present twenty-three sectional units, and are constructed of red

gum, in natural finish and in the Adam period of decorative style. A gangway behind the windows gives the displays the advantages to be gained by the opportunity of easy access to the fixture room in the basement by means of a stair-way. This construction eliminates the necessity of the display man or assistant being forced to carry fixtures, figures and decoratives through the store.



OVERCOAT DEPARTMENT, THE METROPOLITAN, DAYTON, O.

Dayton's new clothing home —



devoted to the interest of Daytonians —

*We Present It to You for Your Approval
Formal Opening, Tuesday Evening, March 23rd.*

WHILE our old store home was far above the average, it did not satisfy our ideas, ideals and ambitions. We wanted to build a store home that would be a source of pride to Daytonians and recognized as the finest in the state.

WE wanted to provide a place where Dayton people not only could shop in comfort and convenience, but with the added assurance that this store really belongs to them—intensively devoted to their interests—that it is not only a place to buy good clothes, but a real Dayton institution, constantly and untiringly working for the good of Dayton and its people.

OUR new store, Dayton's new store, your new store, is in complete accordance with the ideas and ambitions we have long cherished.

The Metropolitan Co.
J. H. Margolis, Pres. Quality Corner
Ohio's Greatest Clothiers

The success of the Metropolitan has been spectacular in that the tremendous business of this concern has been developed in the brief span of seven years and the store has come to be generally recognized as one of the leading stores devoted to men's and young men's clothing in the Buckeye state. The progress and success of the institution is attributed by Mr. Margolis to the organization within it, and he believes that for a store to be successful it is necessary that the employes must evidence a heartfelt interest in the business. To achieve this desirable condition Mr. Margolis has admitted every employe to become a stockholder in the company. All salesmen work on a strictly commission basis of 4½% on all sales, and this, in the opinion of the president of the Metropolitan has been one of the greatest inducements to sales efficiency and the hustle so evident in the store. There is no limit set on a salesman's commission.

THE first of a series of industrial and civic exhibits is now in place in the show windows of the New Albany Business Men's Club, New Albany, Ky., and is under the personal direction of J. O. Endris, Jr. In addition to the industrial displays the civic department of the club will present a series of windows on civic activities, suggesting various slogans and presenting figures and facts relative to the community's life.

DICK Alkema, display manager for William D. Hardy & Company, Muskegon, Mich., has been awarded a first prize in the National Linen contest, held some time ago.

Impressive Store Event

Wm. Taylor Son & Company, Cleveland, celebrates Golden Jubilee with elaborate and unique ceremonies—Excellent entertainment numbers and unusual sales attractions on program—Store and window decorations of rare beauty.

THE eyes and interest of all Cleveland were turned to the store of Wm. Taylor Son & Company, on Wednesday, April 21, and the object of this interest was the greatest celebration ever held by a Cleveland institution—the greatest perhaps, ever held anywhere. This great event commemorated the fiftieth anniversary of the founding of the Taylor Store. It was the Taylor Golden Jubilee.

Not only were Clevelanders vitally interested in this great occasion, but merchants from all over the country manifested keen interest in what was acknowledged to be the greatest event of its kind in the history of merchandising. Thousands upon thousands of dollars worth of special merchandise was bought for the event and merchandising plans

had been in the making for months. The most unusual and pretentious program of special entertainment features was presented and decorations, the like of which have never been seen in conjunction with a department store event made the Taylor store a most gorgeous enclosure of flowers and colors.

The celebration was opened with impressive ceremonies on the morning of Wednesday, April 21, and marked the beginning of one of the most important events ever launched by an American commercial concern. At the very outset, Mrs. J. Livingston Taylor, president of the company, was presented with a huge bouquet of 1700 roses, each symbolic of the loyalty and affection of one of the 1700 employes of the store. On behalf of the em-



VIEW OF MAIN AISLE OF WM. TAYLOR SON & CO. STORE FROM FRONT ENTRANCE. DECORATIONS BY PAUL BARTCH.

ployes the presentation address was made by E. A. Dowd, president of the Taylor Mutual Benefit Association, which numbers as members all people in this big organization.

The opening exercises took place on a great



LOOKING TOWARD ENTRANCE FROM CENTER AISLE

platform which had been erected at the rear of the main floor. Just back of this platform was a table bearing a golden chest, symbolizing the golden jubilee. Following the presentation of the roses to Mrs. Taylor, she made the first purchase of the jubilee sale. The check for the purchase she placed

in the chest which is to be the receptacle of all the records of the celebration. This chest will be opened at the diamond jubilee, 25 years later. A beautiful incident in connection with the opening ceremonies took place when Mrs. Taylor opened the golden chest, two heralds, dressed in purple and carrying long trumpets hung with golden banners mounted the platform and greeted the act of opening. At this moment, Mr. Lane, church soloist, sang one of the popular songs of 50 years ago, "Love's Old Sweet Song." Then the heralds advanced down the main aisle to the Euclid avenue entrance and announced with a flourish of trumpets the opening of the celebration to the public.

The main floor presented a beautiful picture as the throngs of visitors entered. The main isle was hung with silken tapestries, bordered with golden roses and a rich gold fringe suspended from huge rosettes on the columns at each side of the aisle. Altogether they formed a golden archway from the front to the rear of the store. Great rosettes of gilded flowers decked each of the columns throughout the street floor and all of the front counter display cases bore clusters of rich and beautiful flowers. Many were the congratulatory remarks heard relative to the rare decorative genius of Paul H. Bartch, display manager.



MAIN FLOOR VIEW LOOKING ACROSS MAIN AISLE. DECORATIONS BY PAUL BARTCH.

The second floor, devoted to women's and misses' coats and suits was banked with palms and potted ferns. On either side of the center were slightly raised platforms on which were displayed the styles of 1870. The tops of the cases and the ledges were lined with ferns and yellow daffodils with here and there huge vases of ferns and flowers arranged and colored in a manner significant of a golden celebration. The other floors were similarly decorated with flowers and foliage, and even the basement was not forgotten in the gorgeous scheme of Display Manager Bartch.



ONE OF JUBILEE WINDOWS BY PAUL BARTCH.

The purposes of the event were outlined on the opening day by A. W. Calder, who said.

"We are endeavoring to make the Golden Jubilee of Wm. Taylor Son & Company a dignified event, but with attractions that will call attention of as many people as possible to this great institution. It is more for this purpose than to make money that we have gone into the occasion so extensively and we feel that the manner in which it is done will be worth much to the store.

"All departments are offering excellent values, and no one will be disappointed in not being able to secure what he wants at prices that are satisfactory.

"It has been the intention of the company to offer nothing but the best in either attractions or merchandise, because we want all visitors to be fully satisfied, whether they make purchases or not. The decorations have been made rich but conservative, and this accords with the policy of the house in celebrating the 50th year with a sale of this kind."

Contributing greatly to the success of this great store event in a manner that gained for the Taylor store publicity of inestimable value were the efforts of Paul Bartch, under whose direction the remarkable decorative scheme was effected, and of Mr. Parrish, who, in the capacity of Advertising Manager of Wm. Taylor Son & Co., secured for the event publicity of unusual character and importance.

Plaut's Fifty Years Old

THE fiftieth year of its business career was fittingly celebrated by L. S. Plaut & Company, one of the largest department stores in Newark, ark, N. J., during the week of April 12, and was the occasion of a varied list of store events and special sales.

On April 12th, 1870, the institution was founded by L. Simon Plaut, elder brother of the Messrs. Louis and Moses Plaut, who are now respectively president and vice-president of the company. The original store occupied a space of 13 feet by 25 feet, which soon proved to be inadequate, and by gradual steps, as the business grew, the store expanded, and today is one of the largest institutions of its kind in the State of New Jersey. The Plaut store has played an important part in the retail life of Newark since it was founded. The old residents of the city are among its patrons, as well as their sons and daughters and grandchildren.

The Plaut establishment has always been a pioneer in progressive store-keeping. Among the achievements of fifty years, that have gained for the store country-wide attention, are the following: Upon the founding of the business in 1870, the firm put into effect a one price policy which was a startling innovation at that time in retail circles. The Plaut store was one of the first in the country to discard the old system and establish one price as a policy. This has of course, been followed to the extent that it is practically a universal policy today.

Another phase of store life in which Plaut's have played the part of leaders, is found in their Mutual Aid Association—one of the first organizations of its kind in retail stores of the country. This association has as its aim the welfare of the Plaut employees, and it is a tribute to the founders of the business that they had the interest of their workers at heart from the very beginning.

Further indication of the progressive attitude which the Plaut concern maintained towards its employees is found in the fact that they were among the first stores to reduce the hours of labor for their workers to the point that now they are among the stores that have the shortest store-hour schedule.

In "Honeycomb Briefs," Plaut's has the oldest store paper, in point of continuous appearance, of any in the country. The paper is conducted entirely by the employees, independent of the firm. The paper is among the leading store periodicals.

In the summer of 1919, the Plaut store focused the eyes of the country on itself when it inaugurated the first store-to-customer aeroplane delivery service in the country. This last feat is characteristic of the enterprise the store has shown throughout its fifty years of business life.

A Sound Business Investment For the Merchant

THE progressive merchant is ever on the alert to find ways and means through which to make his business organization more efficient. A most resultful agency providing the very features desired for efficiency is to be found in the International Association of Display Men, the Annual Convention of which organization is to be held in Detroit, July 12, 13, 14 and 15.

Are you of the progressive kind, ever anxious to develop the efficiency of each employee in order that the result of the accumulated business knowledge of the individual will manifest itself through a more efficient store organization? If you are, this fact will be substantiated by your store's representation at the big Detroit Educational Conference and Demonstration. The failure to send your display manager to this meeting of international importance, since it is a purely educational event with the purpose of developing store and sales organizations, will stamp you as unprogressive. It will evidence a failure to perform the natural and patriotic duty toward business development, as well as indict you for disregard of every merchant's responsibility in business, community, and national life.

The power of the display department is unquestioned. Today proper window displays stand out as the most potent factor in the entire sales' organization. The most progressive and successful merchants everywhere attribute the major portion of the store's sales to artistic, compelling window displays. So important is this phase of modern merchandising that the character and success of present day retail organizations are influenced by and reflected through their window displays.

About two thousand display men, representing the world's greatest retail institutions of the Metropolitan cities and the small but progressive stores of the not so great and smaller cities will be present at the 23rd Annual Convention of the I. A. D. M. Practically every manufacturer and dealer in store equipment and window fixtures and decoratives will be there with elaborate and educational exhibits. Merchants of world fame and executives of the great merchandising associations will be prominent on the convention program. Competitive display demonstrations will provide one of the most valuable features of the meeting.

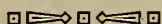
Mr. Merchant—call in your display manager at once. Notify him that you intend sending him to the Detroit Convention of the I. A. D. M., also urging that he represent your store in the Competitive Demonstrations. Your representative at this great Educational Meeting will prove an unusually resultful Business Investment.

Remember the dates—July 12, 13, 14 and 15.

---The Editor

Rebuilding Permanent Backgrounds

How one display man overcame series of obstacles arising from light reflections by substitution of wood panels for glass—Glass in background and openings into interior problems of great importance—More practical background suggestions by A. G. Sten



FREQUENTLY do display men communicate with the editor of *MERCHANTS RECORD AND SHOW WINDOW* seeking information as to ways and means of solving difficult window problems resulting from poor or inexpedient background construction. So variant are the problems that in practically every case the remedy must be considered with specific regard for the individual cases. In this article is incorporated an interesting problem of background construction, and how one display man overcame a series of undesirable conditions through the application of his own means of remedy as manifested in his skill in construction details and keen ability to judge lighting problems.

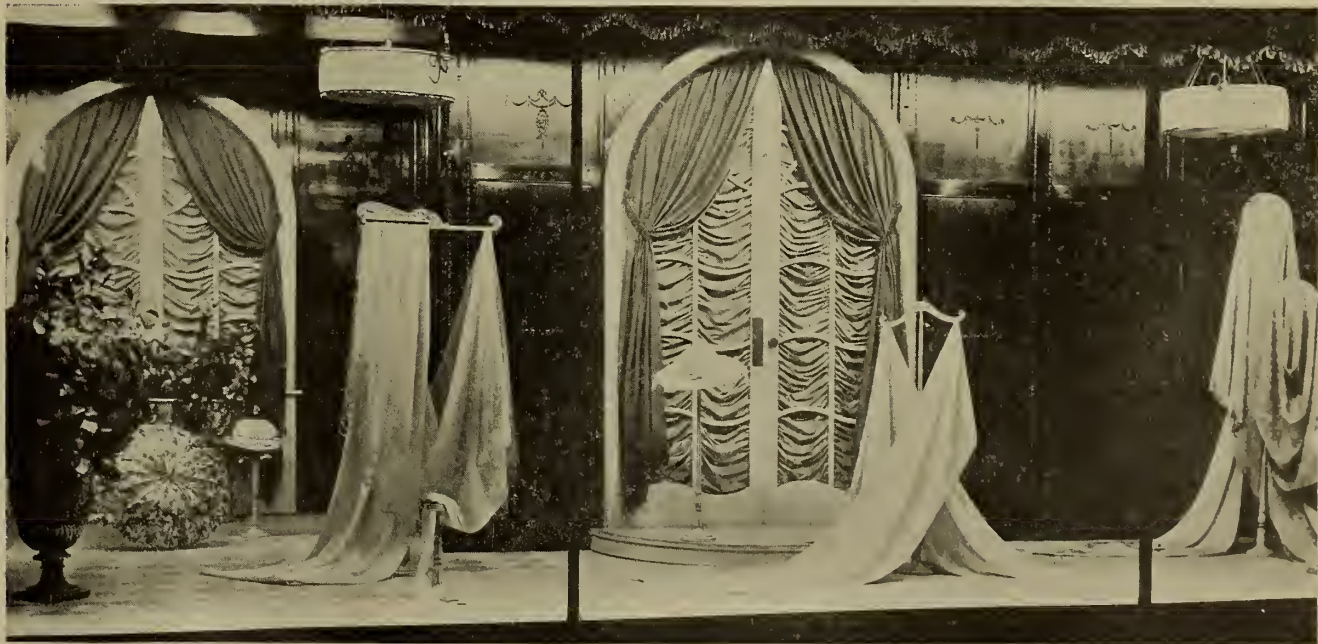
The building in which the construction of the show windows later proved annoying at times and often the reason for displays of merchandise failing to accomplish the maximum of efficiency was erected by the Pegues-Wright Company, Hutchinson, Kansas, in 1911. The windows were designed and constructed in such a manner as to admit the influx of daylight into the store interior, and it was the admittance of this

bit of daylight that caused a new display manager, C. A. F. Smith to conceive plans to overcome an undesirable condition and at the same time add greater efficiency to the store front.

The halftone illustration used herewith will prove valuable in realizing the old conditions and afford a clear example of what was accomplished as a result of rebuilding a permanent background.

A first glance at the illustration shows each long panel to be comprised of three distinct panel units, the lower one being of genuine mahogany while the two upper tiers were originally of glass. One may also readily picture in the mind's eye how much reflection there was to overcome; how indistinct the merchandise would appear under these conditions, and how, when temporary backgrounds were installed, they had to be well finished on each side since they were plainly discernible from the interior of the store as well as from the outside window front.

The admittance of the daylight was in reality discounting the value of the windows as a place in which



SHOW WINDOW AFTER ALTERATIONS MADE BY C. A. F. SMITH, PEGUES-WRIGHT, HUTCHINSON, KAS.

to show goods insofar as the merchandise could not be shown to the best advantage. During the daytime the merchandise displayed failed to stand out properly because of the confusion of objects of the interior of the store, indistinctly seen through the glass panels. At night each light source was reflected in the glass panels of the background.

Replacing Glass Panels

The first step in overcoming these obstacles was the removal of the glass panels and in place of them were installed in the upper two rows panels of birch, which, when well finished, can scarcely be distinguished from the genuine mahogany of the lower panel. The lower panels measure 38 inches, the second tier 28 inches and the top tier 26 inches. The cross-bars and base each measure four inches, thus making the extreme height of the windows eight feet and nine inches.

The next difficulty to overcome was the decided monotony of the panels. This was accomplished by the addition of a series of period designs in wood carvings. The uprights, which extended to the front about one inch were finished on either side with a three-eighths inch period moulding, topped with an ornamental cap and a simple little carving placed just below the cap. The uprights when finished, appear as narrow pilasters and lend that desirable appearance of added height—which in turn anticipates character. The windows being of practical depth ($7\frac{1}{2}$ feet) are greatly improved as a result of the changes effecting height and appear much more spacious, a result largely due to the pronounced vertical lines employed in re-

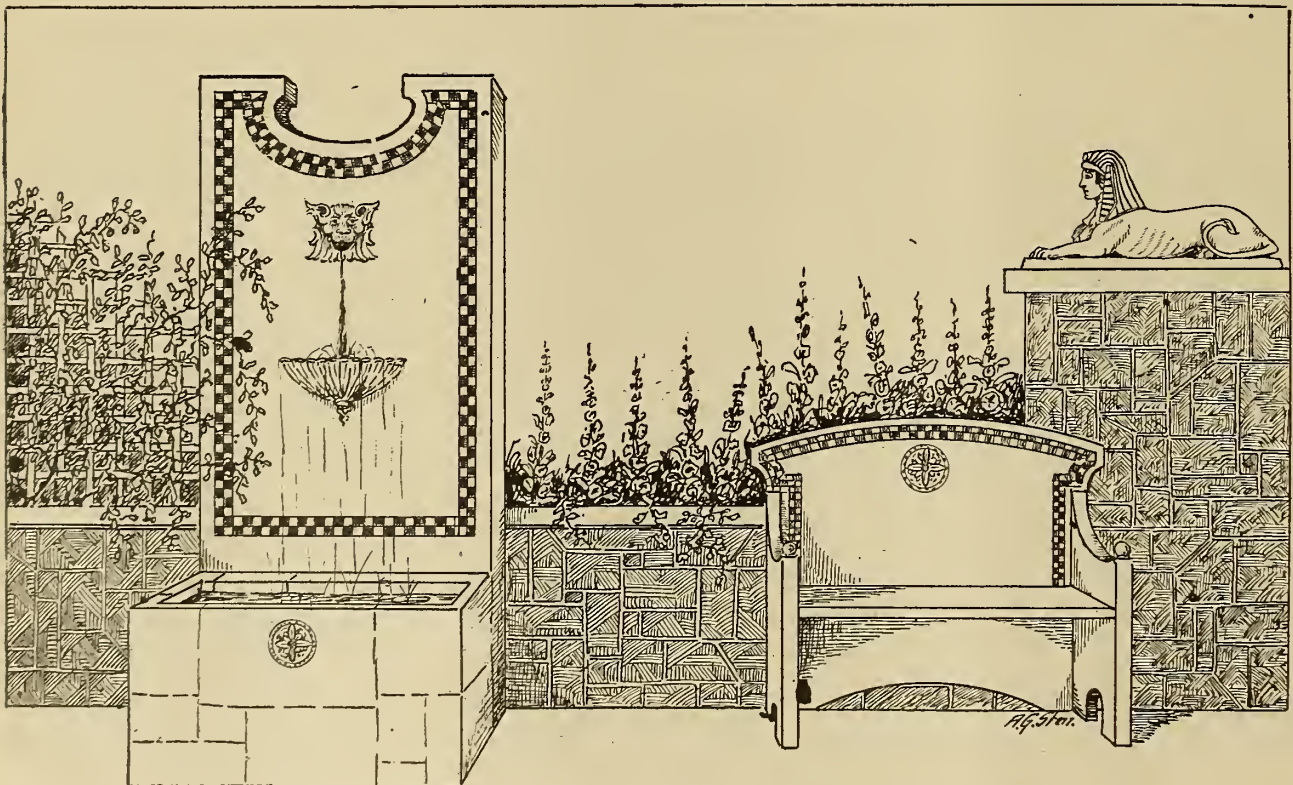
construction. The background is now finished in rich mahogany, not too dark, before which merchandise may be shown to its best advantage.

The rebuilding has proved entirely successful and the treatment of design interprets with strong appeal without attracting to itself too much attention. At the present high cost of glass, the heavy plates which were salvaged substantially decreased the expense of the changes, and the store owners feel one hundred percent repaid for the expenditure resulting in the dignified permanent backgrounds.

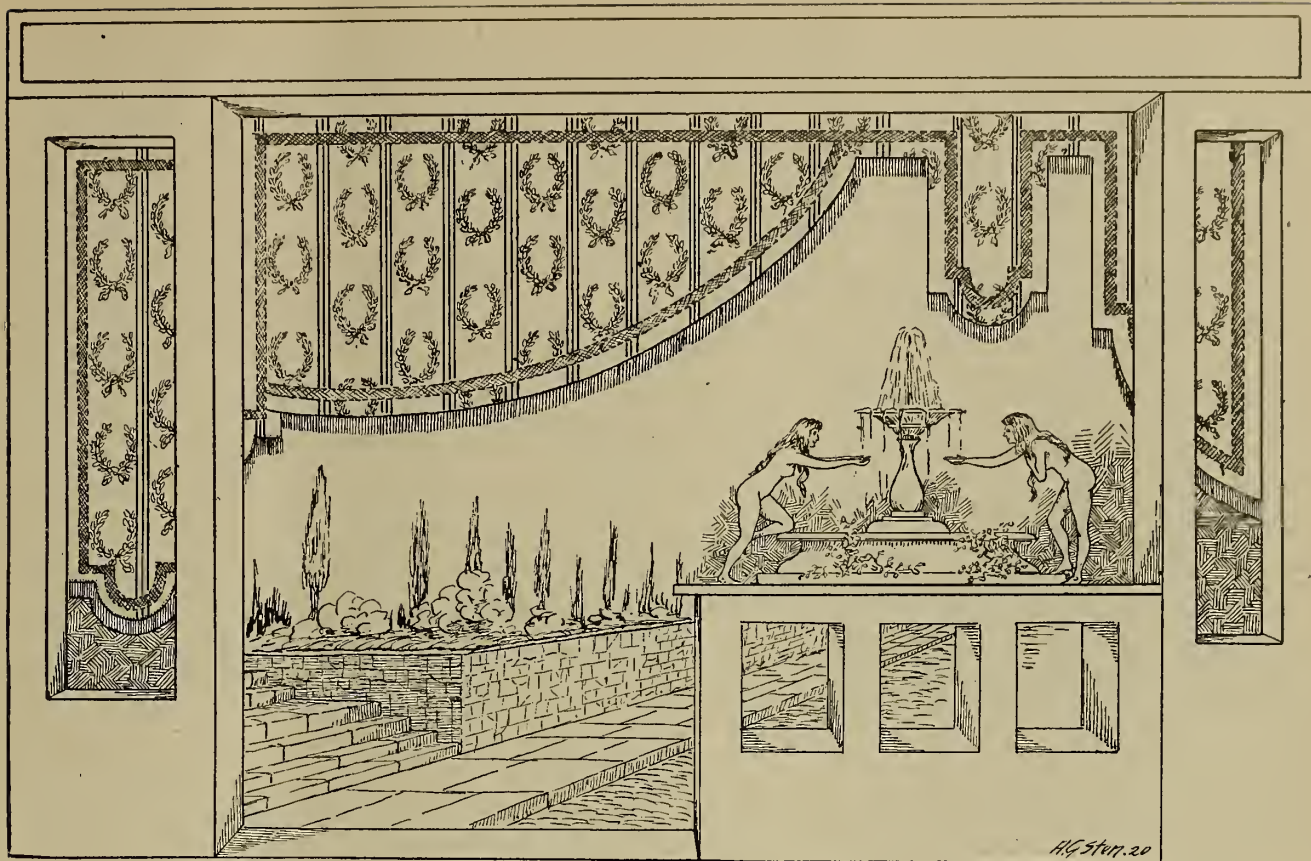
Interesting Window Display

Of additional interest from a point of arrangement of merchandise and detail of treatment is the display as shown through the illustration used to present the details pertaining to the background rebuilding. An interior period setting featuring antique ivory French doors and windows decorated in colonial blue with rose colored Austrian draw shades is of more than ordinary interest and undoubtedly made a strong appeal to all who viewed it. Colonial fixtures of antique ivory contrast very well before a background of mahogany, and the flower box in front of the window filled with giant blue blossoms and pink geraniums must have served as a beautiful embellishment. Two tones of gray tile were used on the floor, and the opalescent light from the two hanging shades of rose and blue, touched with black, cast a soft, pleasing glow upon the rich fabrics so gracefully draped.

The two interesting suggestions for show window backgrounds reproduced in conjunction with this



SUGGESTION FOR SUMMER BACKGROUND BY A. G. STEN, HELENA, ARKANSAS.



ANOTHER SUGGESTION FOR BACKGROUND TREATMENT BY A. G. STEN, HELENA, ARKANSAS.

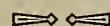
article are the creations of A. G. Sten, Helena, Ark., whose work has attracted wide attention among display men everywhere. The suggestions will prove of timely interest since they are particularly adaptable for displays in which summer goods will be featured. The first presents a plain background which may be readily substituted for sky and woodlawn scene in distance. The vertical set-piece and garden seat can be constructed of composition board or lumber covered with mat finished marble paper. The mosaic effect may be either painted on or it can be purchased in strips and applied. The same is true of the medallions, while the lion's head and water shell may be made of plaster of paris, composition board or papier-mache. The front portion, or basin, may be of galvanized iron and filled with water and gold fish, or it could be used as a container for flowers and plants.

A Practical Background Treatment

The second suggestion requires a trifle more attention to detail but is so simple that a small expenditure of money should present a most pleasing and practical effect. The framework is self-explanatory, and the curtains or draperies could be made of suitable materials or it could be painted on muslin or composition board and cut out. The main background should be carried out in detail in order to bring the best results, but it is urged that care should be exercised in colors

and color combinations employed. In the showing of summer materials avoid all autumn hues.

The fountain may be cut from composition board and painted white, bronze or natural color, but should the display man desire, a large vase or basket filled with artificial flowers could be advantageously substituted.



Winners in Seattle Contest

THE winners in the window display contest conducted in conjunction with the Spring Opening Exposition at Seattle, Wash., have been announced as follows:

1st Prize, silver cup—Frank Maxwell, display manager for Fraser-Paterson.

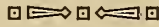
2nd Prize, silver cup—Charles T. Boyd, display manager for Frederick & Nelson.

3rd Prize, silver cup—David Stapp, display manager for Ernst Hardware Company.

Honorable Mention awards were granted to Spelger & Hurburt, Spalding Bros., Walkover Shoe Co., Roth & Company, King Bros., Rhodes Bros., Bon Marche, Hatton & Oliver, Victor & Hardy Co., Hollywood Floral Company, Oliver's Baby Shop, Owl Drug Co., McLean's, Chauncey Wright, Tailored Ready Co. and the Gottstein Furniture Company.

Psychology of Display

The degree of impression the determining fact or in successful merchandise displays—Effort to obtain greatest attractiveness frequently results in failure to take proper advantages of selling points—Adaptability and economy desirable features.



By J. H. Richter

ALL that a display of merchandise can do is to make a mental impression upon the person viewing it, but just how much value that impression will be to the store making the display, depends upon the manner in which all the details are handled by the display man arranging the display.

The first function of the successful display is to attract attention; the next is to hold that attention, and the third and most important is to create an interest in the merchandise displayed for selling to the degree that there is aroused a will to possess that particular merchandise.

Right here is where many a display goes wrong, and

for the reason that all the effort of the display man has been put into the attention getting points of the display, disregarding in entirety the selling factors.

Atmosphere, setting, flowers or other decorations are all really attention-getting points in a display; they are not placed in a display to be sold, but simply as an aid, the duty of which is to sell the merchandise shown in the display window.

If these items mentioned predominate, or, should the proper harmony be lacking they have no value since they attract attention only to themselves, without creating any interest or desire to buy the merchandise on display.



SEMI-COLONIAL BACKGROUND EFFECT FOR SHOWING OF SUMMER FROCKS, BY J. H. RICHTER, DES MOINES, IA.



ANOTHER EXAMPLE OF COLONIAL TREATMENT. DISPLAY BY J. H. RICHTER, YOUNKER BROS., DES MOINES, IA.

To hear someone say "Isn't that a beautiful window," is not half as important to the store as "What a beautiful gown, I must have it." The latter is what pays the display man's salary, especially if it was through the window display the gown was sold.

Quite often a display man in his effort to show his artistic ability, will succeed only in creating a confusion of mental impressions by his work, and one way in which this occurs is by designing a half dozen different types of background settings for an opening display.

Imagine the mental confusion of trying to grasp a half dozen ideas at one time, and you have the effect on a person walking around your store front, seeing a "Louis XIV" setting at one moment, and the next a setting of "Modern Art" or some other type of decoration.

Creating the Impression

A mental impression of a display or displays, to be of value to the store making them, must be clear and lasting, and a conglomeration of impressions cannot make a single, outstanding picture. The more confusing the display the sooner will it be forgotten.

The display man who designs his settings with the idea in mind, that above all there must be harmony, that his settings must mean something besides a display of his artistic talents will succeed in making the right kind of mental impressions upon those who view his work and as an illustration of this result the display of "summer frocks" pictured here will show how

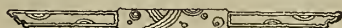
this particular setting was made impressive without losing a point of selling value.

The background of this summer frock display was presented in a semi-colonial effect, the colors being pale blue and lavender in both flowers and drapes. The painting was mostly a blended soft blue sky effect with a glimpse of distant summer landscape at the bottom.

The entire idea was based on the colonial period, and the reason for using that period is, that the most popular style ideas for the particular season are copied from or are the evolution of the dress of that period. For example: the frocks pictured show the old-fashioned fichu collar, the ruffle sleeve and skirt; the ruffle trimmed wrap laying on the arm of the settee also has tendencies of the colonial period influence.

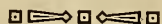
The colonial screen shown in the display of men's wear illustrates my idea of harmony in display settings. While the setting for the frocks would not be suitable for a men's wear display, the screen used is of the same period type, so a person going from one display to another on our store front, would not receive a confused impression of our displays.

If the display man will prepare his settings only after due deliberation keeping in mind the desirability and economy of settings lending themselves to more than a single use, he will invariably produce results and gain satisfaction and the settings will be subject to a longer period of use. They will also be in harmony with most merchandise he may be called upon to display for one season.



Shirting Displays that Talk

Proper attention to displays of men's shirtings will result in tremendous advantages—Avoid the long flowing drape if you would gain the interest of the busy business man—Selling points to be put into play in such manner as to create immediate impression



By O. E. Wheete

RARELY does a week pass that the display man does not find shirtings on the list of future sales and displays to be placed. Frequently also do we find display men assuming the wrong attitude relative to this important item of merchandise, too often content to let the piece goods department look after the sales of shirtings through whatever display they desire to grant the particular materials in the space convenient in the interior of the store.

The proper consideration for the showing of shirtings will result in big business and this fact has evidenced itself on every occasion that the ma-

terial has been accorded its due window space and the thoughtful effort of the display man. But just as time and thought are requirements in successful display of ready-to-wear apparel so are they equally important in successfully showing piece goods. There are numerous and varied ways in which to drape yard goods, but from the writer's experience there is but one really effective and practical way to display materials for men's and boys' shirts, and when correctly done it will result in an unusually artistic effect and serve as a most beneficial sales tonic.

In many instances displays of shirtings replace



EXCELLENT DISPLAY OF SHIRTINGS BY O. E. WHEETE, HALLIBURTON-ABBOTT CO., TULSA, OKLA.



PLATE NO. 1075. CLOTHING DISPLAY BY WM. G. BILL FOR HECHT BROS., NEW YORK, N. Y.

The color scheme of this attractive display was ivory and French blue, the background and floor being of this treatment in blocks and carrying the stone wall effect. Behind the circle cut-out was a muslin drop presenting a painting the subject of which was taken from a Merchants Record and Show Window cover design. The vase was

of various shades of blue and gold stippled on to give the stone effect, and contained blue flowers and foxtails of various shades. A most pleasing effect resulted from this clever display and the sales records proved it to be a profitable one. New blue daylight lamps were used in this window.

the showing of some other yardage materials—and many times the same drape stands and fixtures are used for shirtings. When this is true (and it might be added that it is not infrequently the case) the display man is overlooking an opportunity to display this particular fabric in a manner that its full value and usefulness may be the object of particular stress and the proper and immediate impression be made upon the prospective customer. One can get but a slight idea of how a shirt would look “made up” if judging solely from the sweeping drapes as employed in the accepted methods in draping other than fabric.

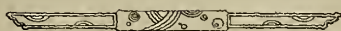
The busy business man has not the time to “window shop,” and in this respect he is quite different from the average American woman. For this very reason, if shirtings are displayed in long drapes the impression created as the business man glances at the display is that the merchandise striking his hurried glance is “material for dresses” and not of vital interest to him.

In displaying shirtings effectively the following few tips may be employed to good advantage: Short

fold and drapes enhance the beauty of the general display and flash the news—“these will make attractive shirts”—to the passing public. It might be noted here that a vastly increasing number of men are purchasing materials from which their shirts are made up, since the cost is considerably less than the ready-made of like quality.

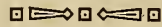
Three and six yard lengths are most practical in making the most advantageous displays. Fold the material lengthwise to about the width of the shirt board over which the material is to be draped. Lay the material flat over face of board and pin down edges on back so that it is perfectly smooth on the face. Then take the surplus material and with the ends at the top and bottom of board make the sleeve puffs. A group of three or four of these drapes, together with walking sticks and perhaps a few well selected scarfs, will complete the unit which will be pretty sure to attract the attention of Mr. Average Man.

Put all the selling force you can command into the first “punch” and watch your displays of men’s shirtings “go over the top.”



Value of Community Openings

Great benefits to be obtained through co-operative season openings—Stores, display men and community share in prestige—Window display contest should provide main competitive feature



By J. L. Cameron

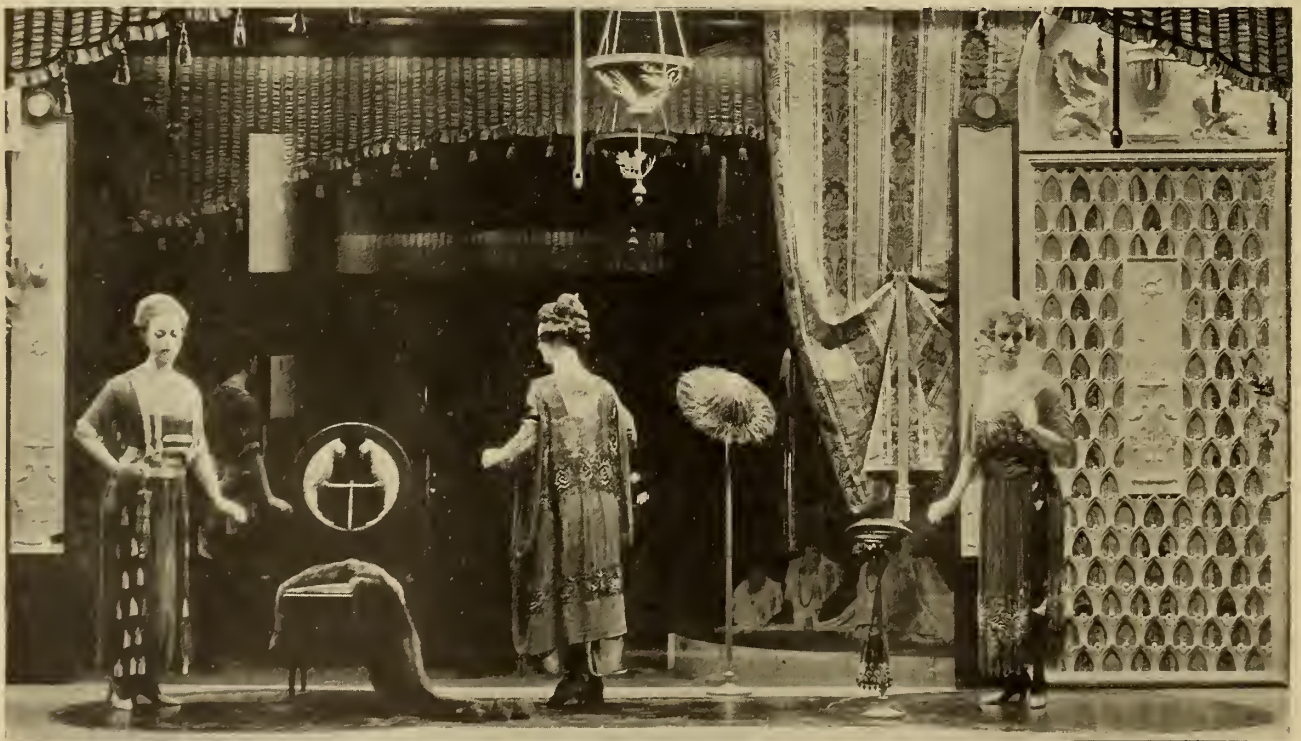
THE "community opening" idea has, during the season just closed, proved beyond a question of a doubt that the concerted effort of display managers working in close harmony is a great improvement from a civic point of view over the practice so generally evidenced through the absolute lack of co-operation concerning season openings and special store or civic events.

The great success attending several such "community openings" which I had the opportunity and pleasure to witness during the spring of 1920 has gained a convert to the cause, and it is only after thoroughly considering the movement and its operation and accompanying details that I commit myself in its favor.

If you were a merchant in a town of fifteen thousand people and one night you saw one-third

of that number—five thousand people—admiring your windows, would you believe in "community openings" and window display contests? Of course you would, and the writer, who had the opportunity and pleasure of acting in the capacity of judge of displays in two such openings last month joins with his affirmative decision. Having witnessed the great success of such events at Marshalltown and Webster City, Iowa, and other cities, there is no doubt in my mind of the business and civic value of "community openings." It is concerning these events and methods of successfully conducting them that this article deals and the following points of advice are offered as a means of assistance for those interested in this particular method of featuring various season and store events.

First, have entrance fee of One Dollar for every-



DISPLAY BY JACK L. CAMERON FOR HARRIS-EMERY COMPANY, DES MOINES, IOWA.



DISPLAY BY WM. H. HINKS FOR J. W. THOMAS COMPANY, MINNEAPOLIS. PRIZE WINNER IN SATIN FRANCAIS CONTEST.

one that enters into this contest. Classify the different lines, such as Ready-to-Wear, Clothing, Shoes, and Jewelry, the rest coming under miscellaneous. Give cash prize in each respective class, first, second and third and two honorable mentions, and one grand prize for the best window in town.

These community openings or window display contests should be conducted and backed by such organizations as the Chamber of Commerce, Retail Merchants Club, Advertising Club or the local Display Club. Prefer any of the first three as they are the logical ones that will be benefited by this undertaking.

The results are, that if you are the best in your respective line of merchandise, that the public will be proud of you. They will advertise, patronize—in other words, be customers. Secure competent, outside judges, disinterested parties. Have them judge and announce the winners at a noon day meeting of the organization that conducts the contest. Every merchant will be proud to be in this contest and the honour that will be bestowed on the display man for his efforts will be more than appreciated by him.

I am a firm believer in community openings and window display contests. They should be conducted twice a year, Spring and Fall. You might give them a more dignified title as "Our United Fashion Show." This is an inexpensive method of advertising where great results will be obtained with the least amount of expenditure. Give it a try and you will be amazed at the results.

Self-Interest Best Motive Power

THE future financial condition of America is wrapped up in the thrift plan according to a number of big, successful manufacturers. Simmons & Struve Hosiery Company, of Philadelphia, has organized among its hundreds of employees savings clubs, each member of which agrees to set aside an allowance each week to be placed to a savings account used to purchase thrift stamps or invested in treasury certificates. George S. Garwood, secretary of the company, in a recent talk to his employees stated that self-interest, rather than compulsion, should be the motive power behind the custom or habit of saving. He further stated "that the organized method of selling thrift stamps as employed in the Simmons & Struve Company is a much better method than the blundering war methods of forcing liberty bonds and thrift stamps on the people without first creating the selfish desire to save."



Forbids Importation of "Luxuries"

AMERICAN export business is hit in a recent decision whereby the French government prohibits the importation of 197 articles. The list includes:

Ready made clothing; all sorts of feathers, mounted and unmounted; linen cloth; jute cloth; pure wool cloth; hair cloth; natural and artificial silk stockings; buttons; umbrellas; pearls; precious stones; alabaster; fans; ivory and amber goods; perfumery; fine brushes; hair and artificial hair; artificial teeth; jewelry; artificial jewelry; silverware; clocks; watches; cinematograph films; eye glasses; opera glasses; automobiles; airplanes.

MERCHANTS RECORD and SHOW WINDOW

*An Illustrated Monthly Journal for Merchants,
Display Managers and Advertising Men*

COMBINING

"Harmon's Journal of Window Dressing"	- -	Established 1893
"The Show Window"	- - - -	Established 1897
"The Window Trimmer and Retail Merchants Advertiser"	- - - -	Established 1903
"Merchant and Decorator"	- - - -	Established 1905

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OFFICIAL ORGAN

International Association of Display Men
Kansas Association of Display Men

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****Copy for advertisements should be in the publisher's hands not later than 20th of preceding month to insure position in current number.**

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May, 1920

Price Tag Gone? Read This

THAT eternal question in display and merchandising circles—"should the price ticket be used in show windows?" has again presented itself for general discussion through an article recently published in an Albany (N. Y.) daily. The writer of the article presents an interesting argument and arrives at conclusions which undoubtedly will have the hasty acceptance of some and an equally forceful denunciation of other display men and merchants.

Perhaps no question relative to modern merchandising methods has had greater publicity and more emphatic supporters and antagonists than this one relative to the advisability of employing price tickets in conjunction with the displaying of merchandise.

The article which appeared in the Albany Journal is reprinted here and the editor of MERCHANTS RECORD AND SHOW WINDOW requests that mer-

chants and display men having read it communicate their decisions on this important question. Here is the article:

Price tags are disappearing from show windows, and window shopping, that peculiarly feminine kind of interesting and inexpensive amusement, is losing its fascination and becoming merely a source of envy and discontent. So say its devotees, who add that there is no fun any longer in "window buying" when the shopper can no longer keep track of the amount mentally spent in a tour of the attractive displays in the shopping districts. What's the fun in thinking, "Now, I'll buy this or that," without knowing whether one can afford it or not? the window shoppers want to know.

For the sake of those who do not understand window shopping let it be known that it consists in starting out in the afternoon or evening with a purely imaginary sum of money and spending it all in the course of an inspection of merchandise displayed in store windows. To make the game interesting the amount should not be beyond reason. About \$ bequeathed by some mythical aunt, is said to be a most satisfactory figure to start with. A few years ago this sum would provide "chips" for a whole afternoon's sport, but the game has been gradually growing of shorter and shorter duration until now the scarcity of price tags threatens to do away with it altogether.

There are said to be various reasons for the disuse of price tags in the more pretentious stores. One is that they are now so high that they frighten away real customers who are in search of moderately priced articles. Another reason is the scarcity of actual bargains. It is said to be difficult enough to get away with a \$14 tax on the barefooted for a pair of shoes without informing them of their fate before they enter the store.

Still another reason, applying to a different set of customers, is said to be that there is a class which really does not seem to care what is the price of an article. With these a high price has become sort of a fetish and the sign with which they hear the "bad news" seems to be more of an affection than anything else. For these the price tag has little meaning—it might even act as a deterrent by conveying the idea that the article "tagged" is cheap or second rate.

As a woman expressed it recently the stores have stopped contemplating to a large extent. Their windows merely inform the passerby that they have certain articles for sale and those who want them must pay whatever is asked. Either one pays what is asked or goes without. A shopper is even fortunate sometimes, shoppers say, if she finds a saleswoman who will bother to show goods when the prospect of a sale seems dubious.



NEW HOME OF MERCHANTS RECORD AND SHOW WINDOW.

In These Commodious New Quarters at 5707 W. Lake St., Chicago, MERCHANTS RECORD AND SHOW WINDOW is Equipped to offer to its Thousands of Readers Service of Highest Efficiency with the Greatest Dispatch

Cut All Prices 20% at Wanamaker's

ON May 1, John Wanamaker announced a straight cut of 20 per cent in prices of merchandise in the Wanamaker stores of New York and Philadelphia. With this announcement, Mr. Wanamaker expressed a pledge to spend \$1,000,000 each week in the purchase of desirable merchandise at spot cash prices in order that the 20 per cent reduction sales may be continued.

"The facts given out by the federal reserve board, that there is a resumption of the upward trend of prices, put a new pressure upon us as merchants to do something to create a breakwater against this higher wave of costs rising to submerge the people by increasing their burdens," Mr. Wanamaker said.

"We believe we have an incumbent duty to at least try to do something to help the consumers bear the excessive burdens of the hour. We are simply mastered by a spirit of duty to help the people in lowering selling prices of merchandise."



Our Service Department

WITH the view of assisting our readers we will be pleased to furnish information as to fixtures, decorations and all kinds of store equipment.

The following list of subjects is printed as a help in asking for information. Check the subjects in which you are interested and send us the form. We will see that you receive catalogs and all available data.

Service Department,

Merchants Record Co.:

Please send us any information you may have covering the subjects checked on the following list:

Store fronts.....	Metal Display Fixtures....
Outside Show Cases.....	Wax Figures.....
Show Cases	Papier Mache Forms
Clothing Cabinets.....	Electric Signs.....
Elevators	Store Lighting.....
Store Seating.....	Window Lighting.....
Lace Racks.....	Show Case Lighting.....
Rug Racks	Color Matching Lamps....
Curtain Racks.....	Papier Mache Decorations.
Backgrounds, Ornamental..	Artificial Flowers.....
Backgrounds, Hardwood..	Card Writer's Supplies....
Cash Carriers	Valances
Cash Registers.....	Soda Fountains.....
Delivery Wagons.....	Store Ladders.....
Delivery Trucks	Air Brushes.....
Metal Furniture.....	Wax Figure Repairs.....
Shelving	Floors for Show Windows.
Wood Display Fixtures....	

Write in names of subjects not listed.....

.....

We expect to build (.....) Remodel (.....)

Date

Name

Address

.....

Dimensions of Store.....

.....

.....

Cut out and mail to Service Department, Merchants Record Co., 431 S. Dearborn St., Chicago.

State Street Notes

Beautiful set of bride displays feature State street windows—One of most artistic series on record—New backgrounds and fixtures at Chas. A. Stevens & Bros. give beautiful character to great display windows—"Happyland" barber shop opened at Mandel's—Other notes of interest.



A beautiful series of windows given over to the displaying of bride and groom apparel, and furnishings for the new home featured the State street show windows during the month of April. Seldom, if ever, has a more beautiful and complete series of windows devoted to the subject been seen on Chicago's famous State street. Displayed midst simple, yet truly artistic surroundings was merchandise of rich elegance and the utmost in fashion, artistically handled in true Tannehill perfection which attracted continuous great crowds to the windows.

A model drape of grey velour served as a backing for windows, and in the center back of each was a great banking of ferns, palms and roses. It was midst this simple and artistic setting that Display

Manager Tannehill placed his beautiful creations. Of great interest, naturally, was the window in which a beautiful bride stood before a satin covered altar surrounded with palms, ferns and roses. The exquisiteness of the bridal gown with its flowing veil bedecked with orange blossoms made the display an object of continuous admiration. Flower girls carrying baskets of roses completed the setting. Other windows of the State street side showed boudoir essentials with rare filmy creations, bride's traveling apparel, going-away costumes, and groom's apparel. The Madison street windows were devoted to essentials in outfitting the new home. Mr. Tannehill's artistic ability so often manifested through displays of unusual merit was perhaps never before more pronounced than in this



BRIDE DISPLAY BY DISPLAY MANAGER TANNEHILL FOR CARSON PIRIE SCOTT & COMPANY, CHICAGO.



D. W. MOYER'S DISPLAY IN GREAT ISLAND WINDOW OF CHAS. A. STEVENS & BROS. STORE, CHICAGO.

latest series, the beauty of which has created unusual interest on the part of the public.

D. W. Moyer, display manager for Chas. A. Stevens & Bros., as usual, had in some beautiful displays during the past month, and his plan of showing a small quantity of merchandise in each unit is meeting with great favor among State street and visiting artists. Mr. Moyer is utilizing the great arcade windows for the presentation of unit displays, of which there are very frequently as many as twenty at the same time. Each unit is artistically distinctive and separated by beautifully designed dividers. The Stevens windows are now most attractively equipped with a new set of specially designed American walnut fixtures in perfect harmony with the recently installed backgrounds of the same material. Commenting on the new equipment and the effects in displaying merchandise Mr. Moyer expresses great satisfaction. The greatest obstacle removed by the installation of the walnut background in the arcade windows was the undesirable effects due to light reflections. Character has been added to the windows through new backgrounds and a more inviting and homelike atmosphere has resulted.

Speaking of his policy relative to general display and of his distinctive method of showing small goods—jewelry, art novelties, etc., Mr. Moyer says: "My aim is to show less merchandise, but to devote more time and space to the displaying of it. Merchandise well displayed is practically sold, but it is necessary that in order to be well displayed it must be distinctive enough to create and hold at-

tention at a glance. Each line of merchandise should be shown according to its character, and in perfect color harmony. Keep merchandise closely classified."

A novel and distinctive feature in use of display cases is employed by Mr. Moyer in his great island window. At either end of the great display space is a specially designed display case with glass top and sides on a hand-carved base of walnut. These cases are designed for showing of small items such as jewelry, toilet creations, beaded bags and art novelties, etc. The sales created through these cases mount higher than could be expected from a show window space of the same size.

William A. McCormack, director of the display department at the Boston Store, had a number of clever displays since the spring opening feature. Frequent changes form a policy of this store and Mr. McCormack and his corps of assistants are kept might busy building settings for the many special sales events which feature this store. Much interest was centered about a recent window in which Mr. McCormack introduced several new style drapes, using tricolettes and paulettes as material.

"Happyland" Barber Shop at Mandel's

New York's innovation—the department store barber shop—has been accepted by one of State street's greatest stores, and on the tenth floor of Mandel Brothers store, adjoining the play room and toy shop was recently opened "Happyland Barber Shop" for the kiddies. Nine painted hobby

horse barber chairs have been installed and gallop away imaginary miles while the kiddies have their hair cut. A matron is in charge and every arrangement has been made so that mothers may leave their youngsters to be barbered while the former do their shopping on the floors below. Writing desks, picture post cards, with rhyming description of the shop, are at the disposal of the children.

Mr. Oehler's Fine Displays

For some time past, noticeable advancement in displays has been evidenced through the windows of Wieboldt & Company's store at Lincoln, Ashland and Paulina, and Display Manager Howard C. Oehler, of State street experience, is continuously keeping the windows of the North Town store on a par with many of State street's big stores. His recent series of displays, arranged for the occasion—baby week, attracted unusual attention and presented a novel treatment of the subject amidst settings of unusual beauty. One window showed a May party in progress with all the necessary adjuncts placed before a background of gold banded deep green velour and a great flower entwined lattice work. Other windows presented artistic and attractive exhibits featuring infants needs and nursery essentials.

The reports coming out of New York to the effect that heavy reductions in clothing prices had been noted were in no unmistakable manner nailed

by Henry C. Lytton, president of Lytton & Company, proprietors of The Hub, who offered to donate \$100,000 to any standard charity for evidence that any reputable clothing company had reduced its price $33\frac{1}{3}$ per cent on standard merchandise.

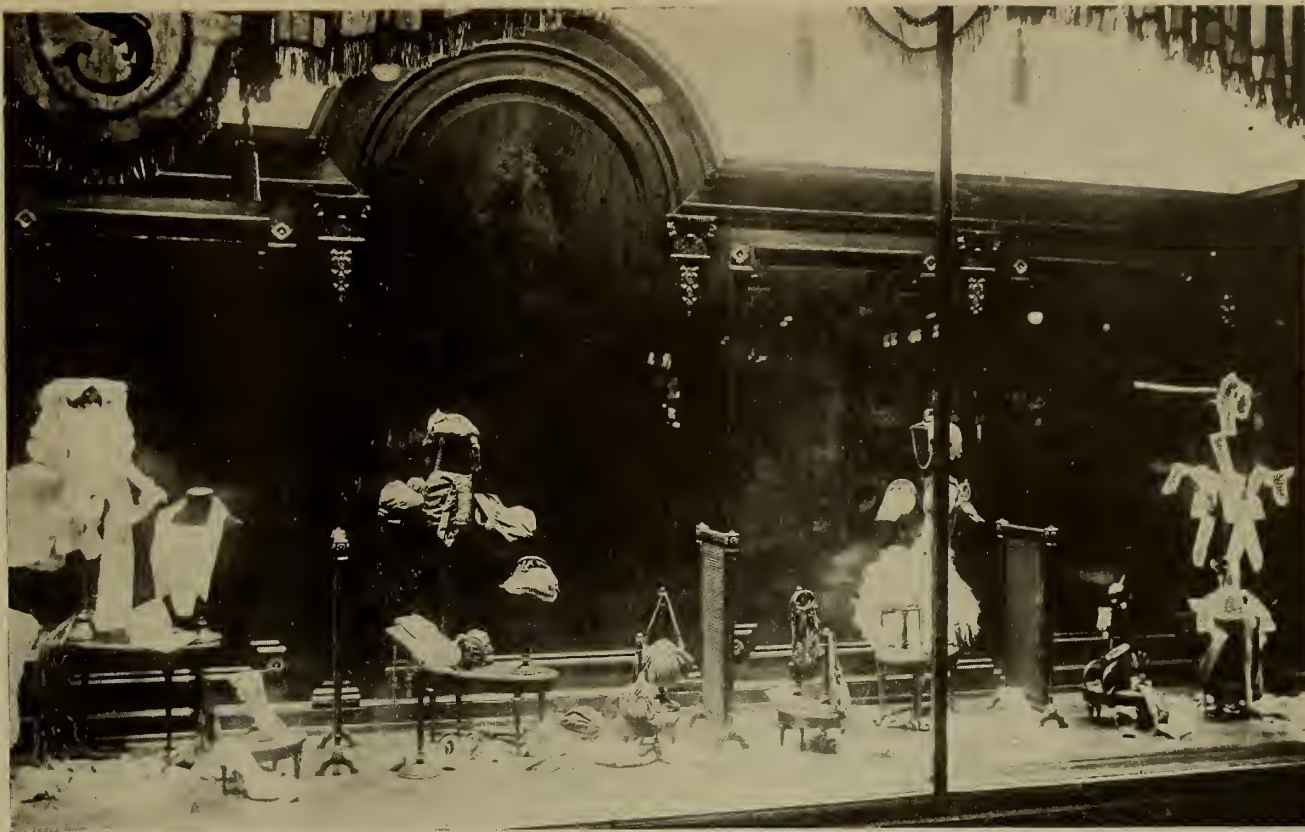
"Understand, I specify reputable business house," he said. "I have received copies of the advertisements in New York newspapers. None of the standard houses there is advertising in any such manner. The fact is, the houses which are advertising in this manner are taking advantage of the publicity accorded the overall campaign and its attendant demonstrations to advertise merchandise actually worth no more than \$35 as \$60 goods for sale at \$35. No such misleading advertisements would be published here."

Mr. Lytton said profits were today shaved closer by reputable concerns than ever before; that ordinarily his firm aims to make 10 per cent annually, but that it is not doing that now. A similar statement was made by Maurice L. Rothschild, president of the clothing company bearing his name.

That New York is interested in what Chicago does in the matter of window displays is evidenced through the recent journey of New York merchants and representatives to Chicago with the purpose of getting ideas for artistic decorations for New York's recent "Art Week." Robert G. Cook, president of the Fifth Avenue Merchants Association,



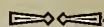
WINDOW BY A. H. KAGEY INTRODUCING NEW STORE FEATURE—THE KIDDIES BARBER SHOP.



SHOWING NEW WALNUT BACKGROUND RECENTLY INSTALLED IN ARCADE WINDOWS OF CHAS. A. STEVENS & BROS.

was one of the visitors to Chicago and his sound impressions as to the value of the good window displays are indeed worthy of publication.

"We cannot afford," says Mr. Cooke, "to put behind us the value of art as a commercial necessity. We all admit what music means to the world, but we have not reached the point in our civilization which admits of art and commerce being combined; yet the two are absolutely essential to each other's well being. There is nothing that advances the interest of a business so much as a beautiful window display. Chicago presents many wonders in this respect, and others of the middle western cities vie with Chicago and New York. All business men acknowledge it as a great business stimulation, for always it must be remembered that the window which presents the most artistic display is the one which attracts the most attention and engraves the impression of name value."



A Tribute to Merchants

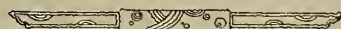
THE Merchant and the New National Spirit is the title of a new book by Forrest Crissey, published by Marshall Field & Company, Chicago. The story, beautifully illustrated by photographic reproductions of a number of the remarkable window displays and newspaper illustrations placed for the

great merchandising institution, has been written as a tribute to the merchants of the country for their aid in a period of national crisis; and to record the new and better conception of the merchant's responsibility to the community in which he conducts his business, and his influence in national life.

Under the sub-title—A New Conception of the Relation Between Employer and Employee Has Been Solved, the author says:

"The regenerating experience of the war and reconstruction has created a new relationship between employer and employee throughout America; it has induced a new faith, a fresh and closer understanding than has ever existed before between men at the extremes of the pay roll, and it is found to be one of the most precious survivals of this momentous period.

"The merchants of America who have the true modern vision and who have felt the inspiring touch of the New National Spirit are alert to resent any line of separation drawn between their untitled workers and the owners and executives. To the management the men and women, the boys and girls, who are grouped under the general title of Employees *are the store* in a broader sense than ever before, and the employing merchant who does not recognize this fact fails to understand one of the prime essentials of the democracy of modern merchandising."



How to Make Show Cards

Practical instructions covering the fundamental principles of the department store card writer's work with suggestions from experienced show card men as to the best methods and tools to use.



Conducted by G. Wallace Hess

This department is a regular feature of Merchants Record and Show Window. All of our readers are invited to submit as many questions as they like. Inquiries received prior to the twentieth of each month will be answered in the following issue.

THERE have not been enough hours in the days this month to permit me to prepare copy for reproduction, so the space will be filled in a semi-narrative form whereby general information will be given, information that has been sought from me scores of times.

Gold beveled cards and price tickets: One firm in Chicago doing this work. (Editor will furnish name and address on request.) In general, labor conditions make the cost prohibitive except for their souvenirs or greeting cards. Style of card is passe, too. Leaf made in this country tarnishes quickly—no German supply.

Taking temper out of lettering pens: This should never be done under any circumstances whatsoever. It is possible to get pens flexible enough without doing this in one particular make. Should the temptation arise to "fire" the pen, reduce thickness of same by wearing back of same down on piece of finest carborundum you can get, or upon a Pike Arkansas oilstone.

Cutting off music pens: Can be done better on the two pointed variety such as Brandaner or Kuhn, than on the three pointed like Lehman, Estabrook or Perry. May be cut with a large, sharp cutting pliers and cut on an angle like text pens or straight across. Then sharpened smooth (to be done carefully and slowly) on a Pike Arkansas stone and oil.

Or, if one has a small hand-vise, he can, provided he can get a couple of strips of metal one-sixteenth by one-eighth inch and about eight inches long, lock pen points in vise with strips under and on top of pen with nibs protruding a *trifle*, and by rubbing the stone across same wear points down. This done without some sort of clamping device will permit nibs to play back and forth so that they will not be on same angle.

This treatment is also good for Soennecken or text pens where one must get a thin pen to do intensely

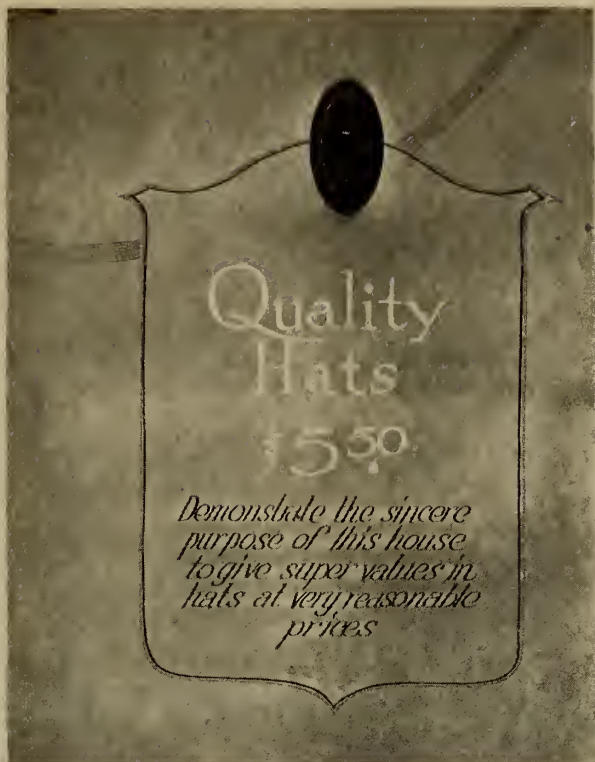
accurate lettering. The pen is thinned down as mentioned before, but after points are absolutely true. A jeweler's eye glass will often tell you why a pen don't start off right.

White for text pens: Where I need white for reproduction on accurate pen lettering, I use Abbotts White or Favor Ruhl's monogram. For ordinary work, common showcard colors are plenty good enough. Bear in mind that all, as made, are too gummy to flow from pens, either music or text pens. Take a little of the white and put it in a screw top jar, thin with water gradually, a few drops at a time. Use a glass medicine dropper, stir, and try often with a "three" pen without retainer. Jerk color off pen before making stroke. Make a few letters and let dry. See if same will rub off if eraser is used to remove lines. If so, add a couple drops gum water or mucilage and stir.

As lettering proceeds, you will have to add a few drops of water occasionally, as more water is used to flow color than of color itself. It then becomes apparent that as this is done, caution must also be used to see that the adhesive is not diluted too much else color will rub and if one is doing a job to go to an engraver, he must watch this closely. This tempering process applies to all opaque colors.

Ink retainers used for opaque colors: More trouble will be experienced with them than without them. Especially after a little practice. With a penholder such as Eberhard Faber's No. 1331—a holder with a hole up center of holder, I have often wedged the bristles of a worn out brush (not a big brush; on the contrary, a small one) so that they lay flat against underside of brush and end of brush back one-eighth inch from end of pen. I've had excellent results with this in using number one and two pens.

For fine pen lettering in colors: For engrossing or making little dainty greeting cards. Use Winsor &



ATTRACTIVE SHOW CARDS BY E. W. CALVIN, WERNER & WERNER, ST. LOUIS, MO.

Newton's water colors in half pans. Work up little with a brush and apply to top and bottom of pen—not too much color.

A good red for small letters: Winsor & Newton vermilion. To make it deeper red and less orange in tone add a little carmine or geranium lake, the last named hard to get. Remember that the above two paragraphs apply to fine lettering and to the fellow who is willing to spend a few pennies for something good instead of useless trash. Keep colors from dust. You will be surprised how far one half pan will go on small pens if not wasted.

Students tempera colors in tubes: They are good—very good—yellow, blue, emerald green, vermilion, rose carthame, purple and white for making tints. Thin only with water.

Dunn's safety jar for white: A ground glass jar with dome cover. By putting a little vaseline around ground edge, white will stand six months without becoming hard. Invaluable to the users of white and dainty opaque tints.

The best make of showcard brush: Red sable, so called of course. The make? Anyone that pleases your fancy.

To bevel and gild heavy mat cards for opening days or special occasions: Get a good mat knife and handle—a blade five-eighths inch wide. These knives are really shirt-cutters' knives and the blades are tapered too far back for rigidity and good mat cutting. As the blade is resharpened, instruct grinder to shorten cutting edge down to one inch in length. Keep sharp on

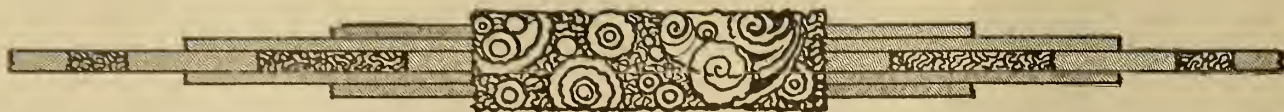
carborundum stone. After beveling, sandpaper smooth with fine sand or emery paper. Dust. Gild with gold ink. A well filled sable brush applied *broadside* to bevel; that is, the heel of brush will be under card, the end of brush extending one-fourth inch past face of card. Better results are obtained this way than if used to gild in lettering position. To tint use any opaque tint desired.

Air Brush Colors: In looking back over my forty summers and more than forty winters, I can truthfully say I have done a vast amount of experimenting. In my early years, I probably did not gain much, but it has helped me acquire much valuable information.

In going back ten or twelve years, (remember that far), when the girls consumed millions of pounds of energy raising long skirts to cross State at Madison to keep them out of the dirt, I remember many times of seeing my friend Harry Jones, and his crew at Mandel's working in an atmosphere of as many different hues as Heinz has varieties, spraying flowers. I've seen these boys expectorating green, yellow and lavender and other colors for days.

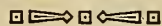
Just at the beginning of hostilities in the late war I was experimenting with air brush colors of a harmless variety. The war caused the price to soar. Today, I believe a better color can be had than aniline or still worse, colors mixed in alcohol, or kindred liquids.

I assume no responsibility for experiments, but I believe a color you can mix up and drink is easier on the human body than aniline. *Get me right now*—I'm not selling anything—nothing to gain—but dealers in supplies can do lots worse than try this out.



Notes from New York

Awards in "Art Week" display contest announced—Mr. Malet's beautiful bridal windows attract unusual attention—Resignation of Mr. Katz takes popular veteran from ranks of the profession—Saks & Co. to erect new store at Fifth Ave. and 50th St.—Namm & Son open bargain basement



By F. F. Purdy.

THE windows of "Art Week," on Fifth avenue, were described in our last, and of course the awards were announced some time since. The Arthur Williams medal for the most artistic evening window display, as everyone around here knows, went to the house of Joseph, opposite St. Patrick's cathedral, for their show, in a small window, of a bridal costume, the lace of which alone was valued at \$29,000; with accompanying head-dress, basket of flowers and a dainty sofa pillow used in connection and shown in three little tiers.

There were three special honorable mentions, which went first to B. Altman & Co., William Baumgarten & Co. and Dobbs & Co., hatters. The high award to Altman's shows that Herman Frankenthal, Altman display manager and dean of the New York fraternity, is batting as heavily as ever. We described the Altman front in considerable detail in April, but will go into it a little more fully. With a setting of four high pillars, each surmounted by a large gilt globe, and garlands profusely ornamenting the front, from the second and third floor up, these decorations, designed by Samuel Ellis, of the Altman staff, presented a scene of dignity and beauty surpassed nowhere. The window displays themselves reflected highest credit on the house, with some of the best Frankenthal drapes ever fashioned, with use of luxurious brocaded silks, Georgettes and other popular fabrics, some of them in majestic sweeping terminations and charming combinations, with beautiful summer hats, lace trimmed parasols and other exquisite accessories, and a number of handsomely wrought urns full of flowers and candlesticks. These really artistic objects were made by J. Ireland, of the Altman staff on the premises in a workshop that comes little short of being a studio, and decorated after their construction in a subdued antique style adding distinctly to the full ensemble. Mr. Frankenthal promises the sketches of his classic drapes, the high water mark of his art, to this journal for our next

issue. His use of them in a lecture April 25 before the students at the Metropolitan Museum of Art, delays their appearance here until that time.

The award of the second special honorable mentions to the interior decorators, William Baumgarten & Co., was largely because of the opening of the back of the window into the interior, gaining the longest possible vista, requiring very careful arrangement and lighting of the interior, in order to avoid detracting from the brilliancy of the actual window display. One of the judges, Bassett Jones, is an expert in electric lighting and his advice here was doubtless potent. The third "special" was won by Dobbs & Co., hatters. Honorable mention was also won by Bergdorf & Goodman Co., H. Hicks & Son, Hickson, Inc., Kaskel & Kaskel, and Reed & Barton and Theodore B. Star, Inc. Some thirty other houses were commended for their displays including James McCreery & Co., Lord & Taylor, Franklin Simon & Co.,

All Fifth avenue is agog yet, at this writing, over the event and the awards, and we will give some general deductions of the judges, J. Monroe Hewlett, chairman, Robert Grier Cooks, Franklin A. Duryea, Bassett Jones and Frederick N. Sard, to show how people "on the outside" in conspicuous positions look on modern window displays. Far be it from us to criticize them, or approve them. This is the gist of their general characterization of the displays, and those who saw them and draw their own conclusions: "In general there seems to be a tendency toward over-elaboration in the screens or curtain walls that separate the windows from the shops behind. This detracts from the interest of the window display and in some cases, owing to the polished woodwork or other reflecting surfaces, causes a disagreeable glitter from the otherwise concealed lights. Some exhibits are in excellent taste, but lack individuality and interest, while some strongest in the latter qualities must be deprecated on the score of taste. Theatrical effects, however striking, should be condemned as hurtful to the standards of intrinsic



CLEVER DISPLAY BY A. L. MEADOWS FOR WASHER BROS., SAN ANTONIO, TEXAS.

quality that must be maintained if the avenue and this city are to keep their leadership. The jury regrets that considerable number of the exhibits were not illuminated."

Now, "Art Week" was a great event, and the awarding of all the prizes among such a notable array of contestants was a function not to be completed without some distinct differences of opinion. The disposition is to give all due weight to the conclusions of the judges as they are quoted in the foregoing statement. It is the first concrete analysis of the effect of the efforts of the window decorators of New York. There are points noted that have much merit. There are others that will not be as appealing. They will be carefully weighed, however, by all display managers for their own benefit.

Now for the comment. There is a torrent of it,

of one kind and another. The most unanimous verdict is, however, generally expressed in emphatic terms, that the inclusion of the artistic front of James McCreery & Co., by Mr. Beyer, in the list of some thirty "commendations" is a distinct inaccuracy in the conclusions. It was, by common consent, entitled to rank in the forefront of the displays given notable awards, by the standards named at the start by the committee, and by artistic excellence, harmony, good taste, beauty and quality of goods, and merchandising standards. These displays and their new settings were fully described in our last issue. In the same category were the windows of Lord & Taylor and Franklin Simon & Co. In the former case we see the inspiration of the comment that "theatrical effects, however striking and popular they may prove, should be condemned as hurtful to the standards of intrinsic



DISPLAY BY CARL GOETTMAN FOR JOSEPH HORNE & COMPANY, PITTSBURG, PENNSYLVANIA.



UNIT DISPLAYS OF GOLF SUITS AND ACCESSORIES, BY P. S. WILLIAMS, SCRUGGS & BARNEY, ST. LOUIS, MO.

quality that must be maintained if this avenue and this city are to keep their leadership." Mr. Weisgerber, of Lord & Taylor, had two of his windows filled with a Venetian scene, canal running through, with gondola, gondolier, woman in handsome gown reclining in gondola, gorgeously painted background, etc. These two windows attracted a perpetual mob. But the gondolier was too big for the size of the window, and the spectacular character of the display may have been open to some disapproval. Mr. Munn's windows, for Franklin Simon & Co., embraced a pretty bridal scene that was described in the April *MERCHANTS RECORD AND SHOW WINDOW*.

It is obviously a most difficult feat to award prizes with full competitive consideration and justice to ambitious fronts of department stores and to the showing of the small windows of the specialty shops. It may be questioned whether a proper standard of comparison can be made, and whether there should not be two or three classes at least, probably more. This has always been the case, for instance, at the big yearly fetes held at Syracuse, whither judges from our New York display managers have gone annually, to pass upon the window displays of the retailers there, in the several classes to which they have been assigned. We cannot take the responsibility of suggesting Syracuse standards for Fifth avenue. It is a fair conclusion, however, that this was Fifth avenue's first "Art Week," that the idea is to have it an annual function, that everything cannot be started off right the first time, that progress will characterize the function, and that eventually the question of the advisability of having various classes may well be seriously considered. Further, inasmuch as the department stores devote a great deal of space and spend a large amount of money on their window

displays, it would appear highly fitting for them to be competitors against each other. This problem will doubtless be worked out at the affair next year.

The week following "Art Week" Mr. Mallet, at Macy's installed a beautiful bridal window—in fact, two large adjoining windows, used for the purpose. In this connection it may be mentioned that "June bride" windows are being brought out rather earlier than usual this year—a good idea, for these arrangements are made a long time in advance. The scene represented the interior of a cathedral, with large panels at back representing walls of the church, and large windows of stained glass. The floor was tiled, as in a cathedral, the path to be trod to the altar by the bride being finely carpeted, with two strips of red carpet. Between the two windows in the background stood a bench with high back, hand carved, imported from Belgium, over which were two oil paintings of the familiar Madonna of the Chair, Importations from Milan, each in an antique frame worth several thousands of dollars, it is said. The bride faces the high altar, with the wide white cushion for her to kneel upon, in front, in beautiful bridal costume, with long veil. Two bridesmaids come next, in flesh colored imported gowns, followed by two flower girls in reproductions of imported gowns. A single window adjoining this fine double window is devoted to imported bridal veils and laces. The background is covered with black satin, also floor, veils being draped on hatstands and other auxiliaries. A large candlestick with candle is in one corner, in connection with baby ribbon, smilax and flowers being draped from candlestick in long streams to floor.

Mr. Malet has been doing excellent work since he took hold at Macy's, and has attracted much favorable attention. A fine spectacular production came out with the opening of "cotton week." Unele

Tom was sitting on a bale of cotton playing his banjo. The background was a painted scene of life on the Mississippi river, boats being loaded with cotton, etc. The scene put in at one corner showed original cases of finished goods being shipped from the South. The whole display was so striking that William Morris, the theatrical producer, sent a representative to ask permission to photograph it for advertising purposes in connection with promotion of his southern play now running. Besides changing his Broadway windows twice a week, Mr. Malet is also changing his 34th street windows with the same frequency. Six more assistants have been added, making now 16 in all.

The arcade running from the Pennsylvania station and connecting the Pennsylvania and Seventh avenue subway with Broadway, the McAdoo tubes and B. R. T. subway, will be opened early in May. This arcade will run along 31st street by the Gimbel store and will have at least three entrances to the Gimbel basement balcony. The Gimbel store will have a goodly number of windows along the arcade.

Saks & Co. have acquired a long lease of the Buckingham Hotel property at Fifth avenue and 50th street, on the east side of the avenue and same side as the Cathedral, just across 50th street. On this site they will erect their new store, and will thus rank as "furthest north" of any of the large stores. They have ample time, however, as they

have three years to vacate their premises. In the meantime arrangements are going forward for improvement of the interior and windows at the old location and we shall soon see some marked change therein, rumor hath it.

A. I. Namm & Son, of Brooklyn, are always on the move, and the latest change is the opening of a bargain basement in place of their grocery department, which they have relinquished. This is a self-service proposition, a la that at the Filene store in Boston, no stock being retained over a month, through the operation of a systematic reduction of price of articles offered, at the close of every week. Another new Namm plan is a scheme to arrange for giving employees a voice in the store government which has been carefully worked out, in a way similar to that adopted in a number of large factory plants. Mr. DeVausney, display manager, is as high keyed as ever in touch with the store spirit, and has been putting in some excellent windows in the Namm arcade window—one a street scene in Japan, with a jinrikisha run by a Jap, American woman sitting therein, and the merchandise all of the pongee order. There were pongee dresses and suits, pongee for the baby, pongee hats, parasols, waists and men's pongee shirts. The Jap atmosphere was contributed to by vases, fans, slippers, trimmings, etc. Another window a succeeding week showed an Italian garden effect giving a fine opportunity to show off some handsome women's costumes.



LUGGAGE DISPLAY BY M. WOLFSON FOR THE J. KOCH COMPANY, AKRON, OHIO.



Annual Prize Contest for 1919-20

Merchants Record and Show Window Contest closes June 1st, 1920. Twenty-one valuable prizes including ten gold medals, ten diplomas of award and beautiful silver loving cup—Contest open to all display men.

The Annual Prize Contests that have been conducted for many years by this journal are recognized by all as the most important competition in the window displaying world. They are competed in by representative window decorators not only of America but many other countries. To wear one of the medals or to possess a diploma of award given by the MERCHANTS RECORD AND SHOW WINDOW is a distinction of which any display man may feel justly proud. It stands for the highest honor he can attain and is a permanent and practical testimonial to his skill. It means that his work has been passed upon by the most expert judges who can be found, in comparison with the work of the leading decorators, and has been awarded honors for superiority.

MERCHANTS RECORD AND SHOW WINDOW medals are as handsome as can be designed by the most competent sculptors and are of exclusive design that are made especially for this purpose. Aside from the honor they stand for, they represent the highest artistic value. The Diplomas of Award are hand engraved on the finest parchment, of unusual beauty of design and workmanship.

Every display man who has good windows and knows how to decorate them, owes it to himself to enter this contest. The fact that he is competing in an event of this kind will spur him to added effort and will cause him to do better work. It will make him more careful and a better decorator generally.

Because one is employed by a smaller store is no reason for not entering the MERCHANTS RECORD AND SHOW WINDOW Annual Contest. In years past many prizes have been won by window decorators in comparatively small towns. It is the work that is judged, not the name of the display man, nor the size of the store. Read the conditions below and send in photographs of your windows—your chance to win is probably greater than that of many others who will compete.

Classification of Displays

CLASS 1—For photograph of best display of DRY GOODS AND MILLINERY.

CLASS 2—For photograph of best display of MEN'S AND BOYS' CLOTHING.

CLASS 3—For photograph of best display of HABERDASHERY.

CLASS 4—For photograph of best display of HATS (men's).

CLASS 5—For photograph of best display of SHOES (men's, women's, children's).

CLASS 6—For photograph of best display of HARDWARE, CUTLERY AND CROCKERY.

CLASS 7—For photograph of best display of FURNITURE AND HOUSEHOLD FURNISHINGS.

CLASS 8—MISCELLANEOUS—This class includes groceries, musical instruments, books, toys, drugs, etc.

CLASS 9—EXTERIOR AND INTERIOR DECORATIONS, including store arrangement.

CLASS 10—SHOW CARDS (pen, brush and air brush).

The first prize in each of the above ten classes is an Engraved Gold Medal. A beautifully engrossed Diploma of Award is awarded as second prize in each of the above classes.

Grand Prize—Sweepstakes Class

GRAND PRIZE—FOR BEST COLLECTION OF DISPLAYS. In this class the prize will be awarded to the contestant submitting largest number of good photographs during the period of contest. The prize will be a beautiful Loving Cup, especially designed and engraved for this purpose.

Terms of the Contest

Any person, without any restriction whatever, is eligible to enter photographs in any and all classes.

Each contestant, is required to submit at least six (6) photographs of different displays during the year, but it is not required that all of these photographs shall be submitted in any one class or at any one time.

Displays sent to us not marked for the ANNUAL CONTEST will be entered in the MONTHLY CONTEST for the current month.

Displays that have been sent to other publications will not be entered either in Annual or Monthly contests.

All photographs entered in contests shall become the sole and exclusive property of the MERCHANTS RECORD COMPANY.

All photographs submitted in this competition must be fully described and must be sent to us before June 1st, 1920.

Descriptions of displays should be pasted to or written on backs of photographs.

All photographs entered in the ANNUAL CONTEST must be marked up on the back of each photograph as follows: "For ANNUAL CONTEST," with name and address of decorator.

Points to Be Considered in Making Awards

SALES—Under this head shall be considered the effect of the display in making sales.

ATTRACTIVENESS—This applies to the decorative treatment of the window as a whole, and to the manner in which the goods are arranged with a view of impressing the beholder with their merits. This point also includes workmanship.

ORIGINALITY—The term originality shall be understood to apply to the treatment of the window as a whole. This does not mean that every detail must be used for the first time in this particular display.

The judges in the annual contests shall be the editor of the "MERCHANTS RECORD AND SHOW WINDOW" and two window decorators of acknowledged authority.

Movements of Display Men

LEO M. FLYNN has resigned as display manager at the Burdick & Murray Company, Madison, Wis., and at present is sojourning in California.

O. C. McCLURE, display manager for the M. L. Parker Company, Davenport, Iowa was in Chicago during the early days of April.

L. S. JAYNES, director of displays at Schuster's, Third and Vliet street store, Milwaukee, was a recent visitor to the new office of Merchants Record and Show Window.

RICHARD DOHERTY, recently with the John Lurie Co., New York, dealers in automobile supplies, has resigned to assume charge of the display department of the Lerner Waist Company, New York City.

PAUL L. WERTZ, formerly engaged in the profession at Sterling, Colorado, in charge of the Glass & Bryant displays is now directing the decorating department for Hibbs Clothing Co., Greeley, Colo.

T. L. LESLIE is now directing the display department of the MacFarlan Clothing Company, Rochester, N. Y. He was formerly display manager for M. L. Rothschild Co., St. Paul, Minn.

RAY J. TERPSTRA, formerly employed in the display profession at San Bernardino, Calif., is now located in Los Angeles, where he is soon to assume charge of display department of one of the city's biggest stores.

P. G. McGILL has resigned as display manager for the P. W. E. Preston Ltd., Midland, Ont., to assume directorship of the decorating department of Norris & Boyce, Midland.

WALTER WARREN, for the past four years display manager for the T. Lucey & Bros. stores of Ottawa and La Salle, Ill., has resigned to assume charge of the decorating department for E. B. Colwell Co., Monmouth, Ill.

J. H. ROY, display manager for The Paquet Company, Quebec, Canada, was a visitor to the New York office of MERCHANTS' RECORD AND SHOW WINDOW last month. Mr. Roy was on an extensive buying trip in New York and other eastern cities.

E. W. SOFTLEY, well-known display artist, formerly with Hennessy's, Butte, Mont., announces the opening of an exclusive apparel shop for women in Butte. Mr. Softley was with Hennessy's eighteen years during which time he made for himself a most desirable host of acquaintances who no doubt will assist Mr. Softley in making a great success of the new venture. Affiliated with Mr. Softley in the new business is a Mr. Murphy, formerly manager of the boys' department at Hennessy's.

LOUIS SETNER, formerly with E. Ellison & Sons, Minot, North Dakota is now directing the display department for J. M. Bostwick & Sons, Janesville, Wisconsin.

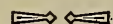
WILLIAM SHARP has been named as director of the display department of John R. Coppin Company, Covington Ky., succeeding R. B. Scott, recently resigned.

ERNEST DABLIN, recently employed in the profession in Minneapolis, is enjoying a short vacation before taking up new duties with a big St. Paul store.

HOMER M. BANCROFT, formerly display manager for Benson's Clothing Co., Ltd., Shreveport, La., has been chosen to direct the decorating department for Simon Bros., Ltd., Alexander, La.

GEORGE B. ROONEY, for 14 years first assistant to Mr. Katz, recently resigned as display manager for Abraham & Straus, succeeds the popular veteran of the profession as director of the A. & S. display department.

PAUL F. LUPO has resumed activities in the display profession and is now directing the display department for Barker Bros., Los Angeles. Mr. Lupo is widely known in the profession and was the organizer and first president of the Display Men's Association of Los Angeles and San Francisco.



Our Monthly Contest

MERCHANTS RECORD AND SHOW WINDOW awards a beautifully engrossed Diploma of Award each month for the best photographs submitted. Any display man is eligible to enter photographs in this competition. Awards for 1920 have been made as follows:

Ellsworth H. Bates, Bloomington, Ill.

W. C. Grams, Denver, Colorado

F. B. Waldo, Boston, Mass.

J. H. Roy, Quebec, Canada

Note: It should be understood that prize winning pictures are not published the same month in which the prize is awarded. This would be impracticable, owing to the fact that the displays would seldom be seasonable. For example, the prize winning photograph for December would probably be of some holiday display, as practically all of the photographs received during December are of that class. The winner would be announced in the January issue. This would be too late to print a holiday display, as the ideas contained in it could not be made use of for nearly a year. We therefore hold prize winning pictures until they are seasonable.

Free Employment Service for MERCHANTS AND DISPLAY MEN

Merchants Record and Show Window
Co-operating With
International Association of Display Men

Notice.—Address all communications to Free Employment Service, Merchants Record and Show Window,
5707 W. Lake Street, Chicago.

THE following lists are published with a view of offering a new *Employment Service* to merchants and display men, and who are requested to avail themselves of the benefits of this service which is to be maintained by MERCHANTS RECORD AND SHOW WINDOW in collaboration with the *International Association of Display Men*.

This service is absolutely without charge to the merchant or display man and is inaugurated solely for the purpose of being of assistance to merchants in listing their needs in display work, and to obtain communication with capable and reliable display men. To the display man desiring a position, or for one seeking a change, it offers a means of placing his qualifications before a great field of merchants.

DISPLAY MEN DESIRING CHANGE OF POSITIONS

—Display man of 20 years' experience in department stores wants change of position. Only large department store considered. United States and Canada. Address Box M20.

—A1 Display man and show card writer will change positions on June 1st. Nine years in present location. Will go anywhere. Department store preferred. Salary, \$65.00. Address Box M21.

—Young man with several years valuable experience wants change. Efficient in all lines of display. Is now 1st assistant in best store in city of 100,000. First class card writer. Best of references. Will consider \$45.00 weekly. Address Box M22.

—Competent display man and card writer desires position with established concern catering to better class trade. Three years retail experience. Capable of assisting advertising manager. Desires North Central location. Salary, \$65.00. Address Box M23.

—First-class display man, card writer and advertising man with department and exclusive store experience desires change. Southwest preferred. Salary to start, \$65.00. Address Box M24.

—Up-to-the-minute display man wants to make change to northern states or California. Will consider only position that requires highest class display work and advertising. Prefers department store or exclusive women's or men's shop. Married man, 33 years of age, ten years display experience in highest class stores. Will consider \$60.00 per week to start. Address Box M25.

—First-class men's wear man desires to make change. Seven years' experience; 26 years old, married. Good card writer. Prefers Central States. Salary to start, \$55.00. Address Box M26.

—Department store display man will be open for new

position June 1st. Leaving present position owing to ill health of daughter. Prefers to locate in West or Northwest. Present salary, \$65.00. First-class card writer and capable of managing department. Twenty years in retail business. Address Box M27.

—Expert display man of national prominence is open for change. Eighteen years in game. Valuable executive. Creator and builder. Card writer and advertising man. Address Box M28.

—Young man now employed as assistant display man wants to assume charge of department. Has had six years display work and ten years in men's store. Will locate anywhere. Salary expected, \$50.00. Address Box M29.

—Canadian display man of 12 years' experience wants to assume position on decorating staff of one of the big U. S. stores. Considered expert, and makes own cards; 32 years of age, married. Salary to start, \$50.00-\$60.00. Address Box M30.

—Department store man desires permanent position with reliable house that will appreciate high grade displays and consider the windows the personality of the store; expert card writer. Middle West preferred. Salary \$55.00. Address Box M27.

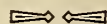
—Wanted—A change by A1 men's wear display man. Desires to connect with progressive establishment. Twelve years' experience. In reply state size of store and starting salary. Address Box M28.

DISPLAY MEN WANTED

—Store in town of 7,000 wants display man experienced in exclusive men's wear displays. To right party will pay \$53.00 weekly. Fine store and chances for advancement. Address B100.

—We want a man to handle our show windows and work on floor. Will pay \$25.00 per week and give commission on sales. Not a Marshall Field store, but a real progressive store employing twenty-five salespersons. If interested, address Box B101.

—Wanted—A display man of extraordinary ability to assume charge of the display department of a women's, misses' and children's apparel shop located in Washington, D. C. Interesting proposition to right man. Want man of promise with real artistic touch. Address Box B102.



THE deep sympathy of the many friends of Leslie D. Slack, display manager for A. Livingston & Sons, Bloomington, Ill., goes out to him in an hour of greatest sorrow. The eleven year old daughter of this well known display artist was recently run down and killed by an automobile while the little girl ran to recover her hat which had been blown to the street.

International Association

of

Display Men

First Vice-President

L. F. DITTMAR, National Cash Register Co., Dayton, Ohio.

Second Vice President

BERT CULTUS, Rhodes Bros., Tacoma, Wash.

Third Vice President

JAMES R. TREWHELLA, Best & Co., New York City.

Treasurer

L. A. ROGERS, John D. Mabley, Detroit, Mich.

President—E. DUDLEY PIERCE, Sibley, Linsay & Curr Co., Rochester, N. Y.

Secretary—T. GUY DUEY, Wurzburg's D. G. Co., Grand Rapids, Michigan.

*An Educational
and Business Organization*

Executive Committee

B. W. CHRISTOPHEL, Chairman, Frank & Seder, Pittsburgh, Pa.

Program Committee

CHAS. F. WENDEL, Chairman, J. L. Hudson Co., Detroit, Mich.

Publicity Committee

JAMES W. FOLEY, Chairman, 5707 W. Lake St., Chicago, Ill.

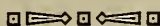
Educational Committee

A. E. HURST, Chairman, 231 W. 39th St., New York City.

Membership Committee

SAMUEL R. WEISS, Chairman, Chicago, Illinois.

Display Men as Movie Stars



COME on, you "display fellers"!—jump into that great competition arranged as the most prominent and instructive feature of the big I. A. D. M. Convention to be held at Detroit, July 12, 13, 14 and 15. Here is your chance to gain valuable experience, accumulate a wealth of beneficial ideas and—an opportunity to carry off one of the greatest awards in competitive display. And—you can do your share through participation in the competitive demonstrations toward making the 23rd Annual Meeting of the I. A. D. M. the greatest on record. You owe it to the profession to which you are affiliated to exert every effort toward the success of its representative association, and your share can be best manifested through actual participation in this great Competitive Demonstration feature to be introduced for the first time at the Detroit meeting.

And say! "Doug" and Mary will have nothing on the display fellers after July 16, as Henry Ford's moving picture company has arranged to get all the display men taking active part in the demonstration program, and movies of the competitive features will be shown on every screen in the country. Here's a chance to become famous as a screen star and to be of vital assistance in advertising the merits of the displayman and his importance as a member of the successful store's organization. Through the interests of the Ford Motion Picture Company, the I. A. D. M. is about to receive the most valuable publicity possible of attainment, and the value of the displayman will be most clearly and forcibly placed before the public.

The Detroit Program Committee working under the direction of Charles F. Wendel, chairman of the I. A. D. M. Program Committee, has prepared the following instructions which are being sent to all members of the Association:

DEMONSTRATIONS—This big educational feature of the convention will be conducted on a competitive basis, for the first time in history. Six demonstrations on the stage at one time in each class.

No lecturing or talks by demonstrators—*just work*. Each space for demonstrations will be numbered and positions for the same drawn. Now "they're off" time limit 30 minutes—at the finish comes the judging by the displaymen in attendance *by vote*. A printed ballot will be handed each spectator and he will put an (x) opposite the number of the demonstrator. He who receives the greatest number of votes will be awarded first prize—accompanied by a beautiful medal.

All displaymen affiliated with the I. A. D. M. and in good standing are invited to participate in these competitions and are urged to apply at once to Chas. Wendel, care J. L. Hudson Co., Detroit, for their credentials.

You will be sent rules governing the competition in which you are entered. Your firm will be notified of your intentions and asked for their co-operation in this great educational work. Display fixtures will be provided but you must bring your own merchandise except in the shoe competition, which will be taken care of by Detroit merchants.

Mr. John Looke of Buffalo will have charge and supervise all demonstrations. He will see that you get the necessary fixtures and appoint assistants to help the demonstrators in every possible way; he will also see that no favoritism is shown and everybody given a square deal. He will announce the demonstrator's name, firm he represents, and city where he is employed.

All applicants' names entering these competitive demonstrations will be placed in a box and the first six (of each class drawn out by a committee of Detroit displaymen) will be those chosen to participate in this great event.

Applications must be in the hands of Mr. Wendel not later than May 20th, so look over the various classes as published and send in your name at once.

Motion pictures will be taken of all demonstrations by the Ford Motor Co. and sent all over the world, so here is your chance to gain fame that is worth thousands but won't cost a cent.

INFORMATION—Mr. Chas. Ely, display manager, Cunningham Drug Co., veteran of the World War with the Red Arrow division, has charge of this department and with his able assistants will direct you to anything you may want to know about the city or convention matters.



THE ARCADIA AUDITORIUM, DETROIT, WHERE THE 23RD ANNUAL CONVENTION OF I. A. D. M. WILL BE HELD, JULY 12-15.

REGISTRATION—Secretary T. Guy Duey and Lawrence Hood, secretary of Detroit local, with their assistants, will register you in a systematic way that will avoid inconvenience. This office will be located in the entrance of the "Arcadia" and please remember that everybody *MUST REGISTER* before they can gain entrance to the Convention Hall. Registration will be made alphabetically, so go to the space that denotes the first letter of your last name.

PHOTOGRAPHS—All photographs sent in for competition will be judged on Sunday preceding the convention by competent men selected and appointed by President Pierce. As soon as the judging is completed photographs will be placed in the exhibit and trophy room, thereby allowing all visitors of the convention to view and study the work of hundreds of displaymen throughout the world. All photographs for competition must be mailed so as to reach Detroit not later than June 20th.

Address all photographs to Roy Heimbach, display manager for S. L. Bird & Sons, who has been appointed contest clerk and has entire charge of the Photo and Trophy Exhibit Room.

ENTERTAINMENT—The J. L. Hudson Co. will entertain the entire convention attendance to an evening of music with a buffet luncheon, that will assure a very enjoyable time and leave pleasant memories of the interest this wonderful mercantile establishment is taking in the activities of the displaymen.

ANNUAL BANQUET AT THE HOTEL STATLER, WEDNESDAY EVENING, JULY 14TH.

A real "honest to goodness" dinner, with special entertainment and Finzel's Orchestra—the best in the middle west—for dancing. At the banquet all prizes and trophies will be presented to winners in competitive demonstrations and photographs of the show window contests. This will be a big night that you cannot afford to miss.

Boat ride and entertainment on one of the largest lake boats will occupy one evening. This trip will take you up the Detroit River to the Great Lakes—acknowledged to be the prettiest and most instructive and enjoyable trip in the country—dancing on board and young ladies furnished for the young fellows and old bachelors.

Passes furnished to go through the Ford Motor Co. plant where they make an automobile every minute and employ 70,000 men.

LADIES' ENTERTAINMENT—In anticipation of an unusually large attendance of women to the convention, an extensive program has been arranged for their entertainment. Shopping trips, automobile drives, boat trips, movie theatres, etc. The ladies are assured of a busy and enjoyable time during their visit to Detroit. Chairman of ladies' committee, Mr. E. W. Evans, display manager, E. J. Hickey Co. Advise chairman of committee if you intend to bring your family.

HOTEL RESERVATIONS—Remember that every hotel in the country is filled to overflowing—Detroit is no different in this respect. Our committee has arranged for enough rooms to accommodate 1,000 visitors to the convention. However, only a small portion of these are single rooms and in consequence our boys must double up. For instance, in case four, six or eight men are coming from the same town, we will have accommodations for them to all be in the same room with single beds and bath at \$2.00 per day. In case your applications are "turned back" by the hotels, remail the letter received from the hotel to A. A. Hanson, care Clayton's, Detroit, and he will immediately assign you rooms and will inform you of the location and price.

It is imperative that you make your hotel reservations *AT ONCE* if you desire the best accommodations. Everybody will be taken care of—this is assured.



The Experienced Display Man Says to the "Beginner"



"Boys, take my advice—study Window Display and know what you are doing. Don't waste time trying to 'pick up' window trimming in a store and expect to compete with professional men.

I know what I am talking about because for ten years I tried to 'pick up' a knowledge of the work and by that time I began to feel that I was a fairly good display man, but I still lacked a thorough knowledge of the work and could get no speed in my show cards.

I had heard of the KOESTER SCHOOL and finally decided that if I ever expected to get a bigger salary that it was up to me to perfect my work.

My first week in the KOESTER SCHOOL demonstrated to me that I had practically wasted the ten years trying to educate myself, and I had to undo many things that I was doing that were not right. My first position on leaving the school gave me over 50% increase in salary and my advance since then has been rapid and very satisfactory.

My great regret is that I did not attend the KOESTER SCHOOL much sooner and it is for this reason that I make this plea to all beginners—Take the KOESTER SCHOOL Course at your very earliest opportunity."

We Say

Get in touch with several of the thousands of KOESTER graduates and get their honest opinion of how valuable has been their training at the KOESTER SCHOOL. If there is not a Koester graduate working in

USE THIS COUPON

THE KOESTER SCHOOL
314 S. Franklin St., Chicago

Please send me your Year Book FREE.

Name

Address

City

State

your town write us and we will supply you with names of boys in your vicinity.

The fact that over nine thousand students have had training in our institution in the past fifteen years is an assurance to you that a course in the KOESTER SCHOOL pays.

Don't Delay

The man who puts off from day to day, and year to year, his opportunity of learning quickly all the intricacies of his calling, soon is outdistanced by all the more ambitious young men, who take advantage of thorough training given at the KOESTER SCHOOL.

Procrastination in this matter is keeping money out of your pay envelope every week.

Mr. Busy Merchant, we can solve the problem of getting good advertising done for your store without doing it yourself. We can train your brightest clerk to do the work and give him a foundation that will enable him to grow bigger day by day.

Mr. Window Trimmer

with your knowledge of merchandise plus the energy and alertness required to succeed in your work, our Advertising Course opens to you an unusual opportunity to increase your usefulness and build well for the future.

We have a practical correspondence course in Advertising for those who are unable to attend. We give personal instruction later without extra charge.

Window Trimmers Wanted

IN the hundreds of inquiries that we get each year from merchants asking for young men to fill positions they invariably specifically demand that they want a man with a thorough knowledge and training in all branches of the work.

This means that you must have KOESTER TRAINING in order to serve your employer satisfactorily and in order to get most remuneration for yourself.

The KOESTER SCHOOL recently has had so many requests for men that it has been utterly impossible to fill all the positions. Invariably every inquiry calls for a Koester trained man. Merchants everywhere recognize the value of Koester training.

ALL OUR STUDIES ARE EXPLAINED IN OUR BIG YEAR BOOK

This book should be in the hands of every clerk and merchant—it outlines the way to the greatest possible success for you in your future work. It shows the work of many of the thousands of successful KOESTER men. It shows you how you can study at home and pay in easy monthly payments, or how you can attend the school and devote all your time to study under close, personal supervision of the best instructors in the world. WINDOW TRIMMING is the only study we do not teach by mail.

THE KOESTER SCHOOL

314 South Franklin Street
CHICAGO (The Window Display Center of the World)

Letter from the Treasurer

THE plans for the Detroit Convention are now 99.44 per cent perfected. All local committees are "set"—all cylinders "purring" most beautifully, and everything is ready and waiting for the "drop" of the starter's flag.

It is our purpose to educate the merchants and displaymen all over the world to the importance of attractive window displays, as a great business building factor and to stimulate the growth and interest in window display advertising. The Ford Motor Company will take motion pictures of all demonstrations and will spend thousands of dollars in distributing these films to all parts of the world—all in behalf of the I. A. D. M., who will get credit for this wonderful educational work.

It was up to Detroit to elevate the I. A. D. M. to its proper place in the business world and the interest that the Ford Motor Company has taken in this coming educational convention will be of wonderful service in putting our profession in the place where it belongs. Three cheers and a tiger for the Ford Motor Company!

The interest displayed in the Detroit Convention by the largest stores in the country is shown by the invitation given to the entire attendance by the J. L. Hudson Co. to an evening of delightful music and a luncheon at their auditorium. Also by the courtesy of Marshall Field Co., Chicago, in the appearance of Mr. Fraser, the acknowledged leader in the displaymen's profession, who will give a lecture of the greatest value to merchants and displaymen throughout the world.

You are going to have a boat ride up the Detroit River to Great Lakes—the finest scenery and the most enjoyable trip you ever have made. You are going to see wonderful demonstrations by renowned displaymen on the proper way to handle merchandise of all kinds, thereby increasing the efficiency of the show windows—and these demonstrations will be on a competitive basis, with prizes awarded. You are going to hear talks by well-known, successful business men, whose message will be of vital importance to you and the firm you represent.

The largest and most complete exhibit of store equipment and display fixtures ever under one roof will be shown embracing the very newest of ideas. Here you can stroll through 126,000 square feet of avenues that represent a perfect condensed market.

Mr. Displayman, don't you miss this greatest of all conventions—you cannot afford to. Go to your employer TO-DAY and tell him the advantages *he* will derive and the benefits *he* will receive by sending you to Detroit, July 12th, 13th, 14th, 15th.

L. A. ROGERS,

Program Committee, I. A. D. M.
Treasurer, I. A. D. M.

Notes from Secretary's Office

THE great organization of display men, the I. A. D. M., is developing with unusual results. The prestige of the Association is clearly manifested in the enthusiasm as evidenced by merchants everywhere and through the keen interest developing among industrial and civic bodies. Considerable of the great development within the Association itself can be attributed in great part to the support of, and the publicity granted through *MERCHANTS RECORD AND SHOW WINDOW* and other business papers devoted to merchandising fields.

As a result of the valuable publicity material disseminated during the months just passed the Secretary's office is constantly busy handling an ever increasing number of applications for membership, and the growth of the I. A. D. M. during the period intervening between the 22nd and the 23rd annual conventions of this body bids fair to set a record difficult of approach. Of particular interest is the great number of local clubs recently established, or in the process of organization. Most gratifying results are being accomplished by the newly formed branch associations at Providence, R. I.; Portland, Oregon; San Antonio, Pittsburgh, and other cities. City branches are in the process of formation at Saginaw, Mich.; St. Joseph, Mo., and Canton, Ohio. State organizations are under consideration in Ohio and Iowa, with every indication that the latter state will hold its first convention in Des Moines the early part of June.

The secretary has received hundreds of letters from display men in all sections of the country designating their intentions of being present at the 23rd Annual Convention of the I. A. D. M., Detroit, July 12-15.

If you are a real, red blooded displayman desirous of aiding in the development of your own abilities and the profession in general you will attend the Detroit meeting. If your merchant boss is progressive he'll insist that you be present. *Make your plans to attend. Do not delay.*

T. GUY DUEY,
Secretary, I. A. D. M.



New Club at Canton

ADOPTING the slogan, "Put Canton on the map as a display center," the displaymen of Canton, Ohio, have laid elaborate plans for a great branch association to be affiliated with the International Association of Displaymen. The Canton organization will be perfected within a few weeks, and it is the intention of the men to attend the Detroit Convention in a body representing 100% membership of the new Canton Association of Display Men.

Much enthusiasm is evident in the activities of the Ohio men and in addition to the Canton Association, Dayton, Toledo, Akron and other clubs of the Buckeye state will attend in a body the big annual meeting in Detroit in July.

Both Window and Figure a Triumph in American Artistry



Midsummer Night's Dream—Window by John Bayer of James McCreery & Co., New York. Wax Figures Furnished by J. R. Palmenberg Sons, Inc., New York.

Be sure to look our display over at the I. A. D. M. Conception at Detroit, July 12th to 15th

One of the many exquisite productions lately from the Palmenberg Studios.



This is a profile view of the same figure as in the above window

Write for photos, prices and full information about our Wax beauties.

J. R. PALMENBERG'S SONS, Inc.

63 and 65 West 36th St., New York

Boston
26 Kingston St.

Chicago
204 W. Jackson Blvd.

Baltimore
108 W. Baltimore St.

Special Committees Appointed

CHARLES F. Wendel has completed his list of committees and the chairmen who will direct the work of the respective committees have been designated as follows:

A. A. Hansen, Chairman Hotel Committee.

Roy H. Heimbach, Chairman Photograph Committee.

E. W. Evans, Chairman Ladies' Entertainment Committee.

Lawrence Hood, Chairman Registration Committee.

Charles Ely, Chairman Information Bureau.

Roy Barber, Chairman Signs and Show Card Committee.

L. A. Rogers, Chairman Publicity Committee.

John Looks, Buffalo, Supervisor of Demonstrations.

These chairmen and their assistants will be "at your service" at all times during the convention.

L. A. ROGERS.

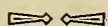


While the Detroit Program Committee has reserved 800 rooms it is absolutely necessary that men contemplating attendance at the big Convention of the I. A. D. M., July 12-15, make reservations NOW.

WRITE OR WIRE TODAY to any of following hotels:

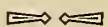
Hotel Statler, Tuller Hotel, Cadillac Hotel, Fort Shelby Hotel, Addison Hotel, Griswold Hotel, Madison Hotel.

Tell them—"It's for the I. A. D. M. Convention."



IMPORTANT NOTICE

Displaymen are requested to make room reservations for I. A. D. M. Convention at Detroit, July 12, 13, 14, 15, at once. In case the Statler Hotel is unable to meet requirements due to the fact that all rooms have been assigned, it is requested that you communicate with A. A. Hansen, care Clayton's, Detroit, Mich. Mr. Hansen is chairman of the Housing Committee and will care for your needs to the best advantage.



To the Members of the I. A. D. M.

THE Display Men's Club of Minneapolis asks an opportunity to emphasize the cordial invitation of the Twin Cities to the International Association of Display Men to come to the Northwest for the annual convention in 1921.

Recognizing that the purposes of this convention are twofold—to interchange information and imbibe inspiration in the first place, and to spice this with a pleasant period of recreation—we believe that the Twin Cities afford an opportunity for achieving both of these aims successfully.

As has already been presented by the St. Paul Club, we have every facility here for a suitable

meeting place, and accommodations for the out-of-town delegates. We have a group of enterprising, alert display men whose work, we believe, compares favorably with that of any city, and who are eager to maintain and improve their high standard by contact with the representative display men from all over the country.

We believe that our location is such that a good attendance can reasonably be expected, so that the meeting will go down as one of the best in the history of our International Organization.

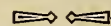
Minneapolis and the State of Minnesota form a great playground in summertime. There are ten thousand lakes in the state, and one hundred of these are about an hour's ride out of the Twin Cities. Public outdoor concerts, boating, bathing, fishing, golf and motoring are among the attractions we have to offer, and we believe that enjoyment of these will be second in importance only to the meetings themselves in the benefits that they will give to those who attend the convention.

They will find the Northwest cordial and hospitable, and we feel sure they will agree with us after coming here that no better place could have been chosen for the 1921 convention.

Enthusiastically yours,

W. R. NELSON, President.

Minneapolis Association.



Frankenthal on Program

HERMAN Frankenthal, known far and wide as the dean of the display profession, whose draping has been the source of many style creations, and copied by the world's foremost fashion designers, has notified the I. A. D. M. Program Committee of his acceptance of an invitation to demonstrate the principles of one-piece draping at the big convention to be held in Detroit, July 12-15. This announcement from Mr. Frankenthal will be received with delight by officers and members of the I. A. D. M., all recognizing the genius of Mr. Frankenthal.

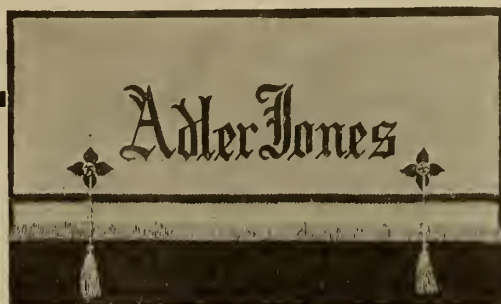
Mr. Frankenthal, in addition to taking an active part on the program, will have on display a large collection of colored sketches showing original drape creations, many of which have been requested by famous French designers.



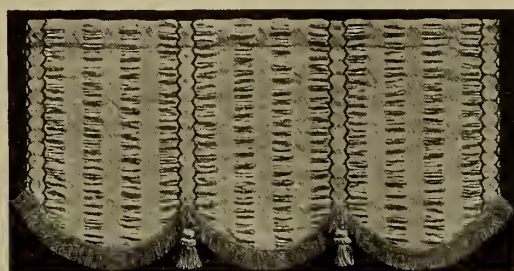
AN unusually beautiful and cleverly designed I. A. D. M. button is now ready for every member of the Association who sends \$1.00 to the Secretary, T. Guy Duey, care Wurzburg's Dry Goods Company, Grand Rapids, Michigan. The button is small, in bronze finish and of most appropriate and practical design. It should be worn by every display man affiliated with the I. A. D. M., and it is hoped the effort to create something distinctive and unusual in character will be appreciated by the members.

*"If it goes in
a window—
Adler-Jones
has it."*

DVA5. Valance of Monks Cloth, green felt, applique, white outline, lettering in Old English and finished with mercerized fringe; per foot (lettering extra.)...\$2.00



DVA7. Valance of Normandie Cloth, brown poplin applique, finished with a heavy, four-inch fringe; per foot\$2.50

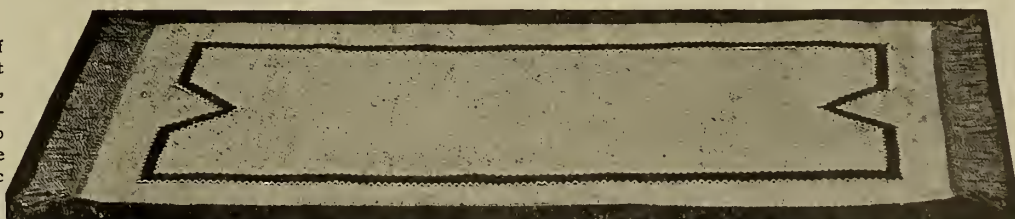


DVA12. Valance of Austrian Cloth, medium brown embroidery and finished with cotton fringe; per foot\$1.25



DVA2. Valance of Belgian Linen, dark brown embroidery and finished with cotton fringe; per foot....\$1.00

DVA14. Floor Mat of Monks Cloth, green felt applique, white outline, and finished with mercerized fringe on two sides only; per square foot65c



Valances!

The Adler-Jones Company announces a complete and extensive line of exceptional values in distinctive and artistic Valances:

We have long contemplated adding Valances to our line of Decoratives, Artificial Flowers, Wicker Basketware, Theatre Decoratives, Papier Mache, and Parade Decoratives—but we waited until we were able to offer you superior quality Valances of our own design at prices that were right.

The illustrations show but a few of the wide variety of Valances and Floor Mats we have to offer for your selection and are but an indication of the distinctive designs and low prices you will find in our Valance Department.

Write today for our Special Catalogue of Valances—the introductory prices are worth while!

The Adler-Jones Co.

206 S. Wabash

Chicago

"One Minute from State Street."

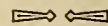
Kansas Convention May 10-11

EVERYTHING is in readiness for the biggest and best convention in the history of the Kansas Association of Display Men, which will be called to order by President A. C. Dannenfeld at the Elks' Club, Salina, Kas., on Monday, May 10.

A program of elaborateness and of unusual educational value has been arranged, and display experts of national fame will demonstrate in varied phases of the art of display. The successes of previous years have manifested themselves in the development of a great state body and the meeting at Salina will undoubtedly attract more than two hundred display men from all sections of the state. Merchants will be well represented, a number of them having signified intentions of taking active part in the success of the convention.

Of equal importance with the program features will be the big manufacturers' and dealers' exposition. This event, patterned after a feature inaugurated several years ago by the International Association of Display Men, affords the display men opportunities of seeing the advance line of decoratives and window and store equipment and to place orders for same with positive assurances of early delivery. A number of the best known manufacturers and dealers in window display fixtures and decoratives and store equipment will be represented at the Salina meeting.

A detailed account of the 3rd Annual Convention of the Kansas Association of Display Men including the illustrations of prize winning photographs will be published in the June MERCHANTS RECORD AND SHOW WINDOW.



St. Paul Ideal for I. A. D. M. Meeting

IN 1838 a French-Canadian trapper and adventurer, Pierre Parrant, who had previously settled under the walls of Fort Snelling, pulled stakes and moved a few miles down the Mississippi river, staked out a new claim, built a hut and established a little trading station.

Two years later two young missionary priests, Father Lucian Galtier and Father A. Ravoux, arrived at the little trading post. One of the small group of French-Canadian settlers, who had followed Pierre Parrant's lead, gave the priests a small plot of ground on top of the bluff along the river bank. There a log chapel was built. On November 1, 1841, this primitive house of worship was solemnly dedicated to "Saint Paul, the Apostle of the Nations."

This was the beginning of the great city of Saint Paul—the picturesque city at the head of navigation on the Father of Waters, the capital city of Minnesota (wealthiest commonwealth in the world in comparison to population), the city of neighborliness, the city worth seeing, gateway to the wonderful Northwest, gateway to opportunity.

The story of Saint Paul's remarkable growth in population and commercial activity as well as development in civic pride and consciousness, is ample evidence that it has indeed a Gateway to Opportunity. From a little fur-trading station and Indian post of 840 souls in 1849, the year Minnesota was carved out of Wisconsin and made a terri-



BANQUET AND CONFERENCE OF THE DETROIT CONVENTION COMMITTEES. CHAIRMAN WENDEL AT LEFT FOREGROUND.

Your Brother Display Men Can
Tell You of the Many Superior
Features of the Celebrated

"Perfect Stroke"

BRUSHES and SUPPLIES

More and more display men are using my supplies every day—there is just one reason. "Perfect Stroke" Brushes and Supplies permit better, faster and cleaner work, with no trouble and worry. Once you use my line, you could not be persuaded for love or money to use any other. For sign painters, too. A trial order will prove all I say.

Send for Catalog TODAY!

BERT L. DAILY

126-130 East Third Street—Entire Fourth Floor
DAYTON, OHIO

Get started NOW!



Two \$25 prizes and one \$10 prize are to be awarded the winners in the 1920 Esterbrook Card Writers' Contest. Write at once for complete information.

The Esterbrook Pen Mfg. Co.
90-100 Delaware Ave., Camden, N. J.

Esterbrook Pens

tory, Saint Paul has grown steadily and consistently until it now counts nearly 250,000 people, constituting a homey, hospitable, neighborly community. It is a city of schools and churches, a city where music and art are a common heritage, a city which for sheer picturesqueness of rocky bluff and intervening dale, of winding river and sparkling lakes, of tree-lined boulevards and shady nooks, stands unrivalled in this great and beautiful country.

The little log hut where rough and ready justice was meted out has given way to the great marble pile on one of Saint Paul's "seven hills" where is housed the government of a mighty state.

The rough-hewn log chapel has been replaced by one of the most magnificent cathedrals on the continent. The canoe on the river, the dog team and the ox-cart of the "Red River Trail" have been succeeded by thousands of miles of steel rails of nine big railway systems converging in Saint Paul and by a veritable network of splendid graded highways. The occasional adventurous trader, trapper or explorer who ventured up the river or wended his way by trail has grown into a horde of more than 40,000 passengers daily passing through Saint Paul's splendid new union station.

In course of the year, particularly in summer and autumn, thousands of travelers and tourists stop over in or come to Saint Paul to enjoy for shorter or longer periods the scenic beauties and many other attractions in and near the city. That the prospective visitor to Saint Paul may be even slightly informed as to its varied attractions, both natural and man-made, mention is made of the following:

Saint Paul has within its 55 square miles no less than 52 improved parks with an area of 1,095 acres; 12 boulevards covering 27.6 miles, mostly through sections of beautiful natural scenery, or lined with great shade trees (including Summit Avenue, the country's most beautiful residence street); ten public playgrounds, exclusive of those in parks, with an abundance of tennis courts and other recreational facilities; Phalen park, 487 acres of pristine beauty, with its lake and canals for canoeing, its excellent bathing beach and diving platforms and its public golf links; Como park, 427 acres, with its wonderful conservatory, lily pond, flower gardens, lakes and paved drives; Mounds park, with its Indian mounds, ancient burial places of the Red Man, and State Fish Hatchery adjoining; the wondrous Riverside drive connecting Summit Avenue with other boulevards, with historic Fort Snelling, with famous Minnehaha Falls, Old Soldiers' Home and Minneapolis. Within an hour's auto ride over paved and macadam roads are scores of lakes, large and small, with excellent accommodations for the fisherman and plenty of the festive finny tribe awaiting the swish of cast or the tempt of bait.

Among the man-made attractions of interest to the visitor within Saint Paul's hospitable gates are the State Capitol, Historical Society building, Public Library (most beautifully equipped in the country), Cathedral of Saint Paul, new Athletic Club building, Minnesota University, and other clubs; the new Armour & Company packing plant in South Saint Paul (most modern and sanitary in the world), Wilder Public Baths, and last but by no means least, the Municipal Auditorium. The Auditorium is one of the most unique yet practical convention halls in the country, combining a large exhibition floor and committee and lounging rooms with a beautiful theater situated in the heart of the city with twelve of the leading hotels within a radius of five blocks and every street car line within three blocks' distance. The finest municipal pipe organ ever built, purchased by popular subscription of nearly \$65,000, will be installed in the Auditorium by March 1, 1921.

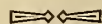
Saint Paul is known the country over for its excellent yet moderately priced hotel accommodations, one of the rea-

sons why Saint Paul is now the recognized Convention City of the Middle West and Northwest outside of Chicago. Another reason is that Saint Paul is the geographical center of North America, easily reached from East, West, North and South.

Such are some of the things that make Saint Paul the city worth seeing, the picturesque city.

W. L. MAYO, Secretary.

F. Schuneman & Evans, Inc.



Enthusiastic Meeting at Wichita

GR EAT enthusiasm marked the recent meeting of the Wichita Display Men's Association held at the George Innes tea room, Thursday evening, April 29th. The meeting place was beautifully decorated by Tony Figgemier, display manager for the George Innes Store. Practically the entire membership of the Wichita local was present and manifested great interest in the Association activities, directing particular attention to the coming convention of the Kansas state body, and the meeting of the I. A. D. M. to be held at Detroit, July 12 to 15.

J. H. Dewitt, advertising and display manager for the Boston Store, and president of the Wichita Association for the past year, presided and enthusiastically urged all men present to make preparation for the attendance at the big meetings referred to above.

Speaking of the third annual convention of Kansas Association of Display Men, which is to be held in Salina, May 10th and 11th, President Dewitt called particular attention to the desirability of enthusiastic co-operation, since the development of the state body has made such great strides as to have attracted during the past year the attention and keen interest of merchants and civic bodies throughout the state. He pointed out that the greatest medium through which the Association could attain its proper standing and recognition was through the complete co-operation of the display men themselves as manifested through their attendance at the annual meetings of the body.

The Kansas meeting scheduled for Salina on May 10th and 11th promises to be bigger and better than any previous meeting of the Association. Display men of national prominence have taken places on the program and the many educational features resulting from the demonstration program will be of unusual instructive value. The big photo contest will also play a prominent part in the Convention program, and already more than a hundred display men have entered material for this contest.

Following the discussions and addresses by other officers and members of the local, the annual election of officers was held with Tony Figgemier being chosen to direct the destinies of the Wichita Association during the coming year. E. Leo Harris, display manager for Rorobaugh Dry Goods Company, was re-elected Secretary and Treasurer. The program committee comprises Paul Schultz, display manager, Danforth-Scott; Mr. Ziegler, Knorr Clothing Company, and Hugh L. Gordon, McVicar-Howard & Millhaubt Clothing Company.

The following members of the Wichita Display Men's Association were present: J. H. Dewitt, Boston Store; Hugh R. Gordon, McVicar-Howard & Millhaubt Clothing Company; E. Leo Harris, Rorobaugh Dry Goods Company; E. N. Perry, Walker Brothers; Paul Schultz, Danforth-Scott; Tony Figgemier, Geo. Innes Company; Charles Maurer, Oskin Marin Company; M. Ziegler, Knorr Clothing Company; Russell Finn, Levitts Clothing Company; T. Roberts, Coombs Mercantile Company; R. L. Hawkins, Dunn Mercantile Company; Paul Ecklor, Armstrong Music Company; T. S. Crans, Crans Studio; Paul Lewis, Steel Hardware Co.; Frank Neel, Holmes Clothing Company; R. F. McKinney and Otto Becker.



SHOW CARD

writing is relieved of most of its difficulties by using D E V O E SHOW CARD COLORS and Brushes. All styles in nickel and copper ferules.

We make in our own factories the greater part of the products we offer; the qualities are unsurpassed.

We are ready to supply your every need in card writing material.

Color Cards, Pamphlets, etc., covering Card Writers' Supplies, may be had for the asking.

Devoe & Raynolds Co., Inc.

New York Chicago Kansas City New Orleans
Buffalo Denver Minneapolis Cincinnati



**FIRST
LOOK**
at our
flowers
then look
at our prices.

Compare them with those of any other dealer and you will see the advantage of buying from us.

MUTUAL FLOWERS

are designed and made by the most skilled artists. Every blossom and leaf is perfect in shape, color and workmanship. We believe you will find these flowers the best "buy" on the market.

It will be well worth your while to send for our catalog.

We can make up any special design from your sample and save you money. Try us.

Mutual Flower Co.

82 West Third Street

NEW YORK



The LATEST CATALOGUE of WOOD FIXTURES

We picture above the very latest catalogue of the very newest wood fixture styles.

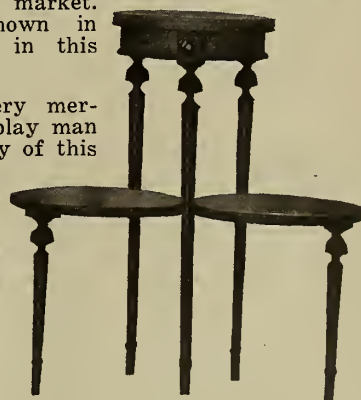
In buying new fixtures you want the very latest as they show improvements in design and construction. These are all pictured in this artistic book.

We call your attention in particular to our own line of decorative screens and backgrounds.

Wood fixtures in our new Clawfoot design are, we believe, the most beautiful fixtures ever placed on the market. They are shown in great variety in this catalogue.

We want every merchant and display man to have a copy of this book.

*Send at once
for your copy
of this new
Catalogue.*



Decorative Fixture Co.

1600 S. Jefferson St.
Chicago

For Our Advertisers

Original Decorations

A different kind of service in the matter of store and window decorations is announced by the Natural Plant Preservers Co. of New York. This firm specializes in high class merchandise and has been well known in this field for a number of years. The declared policy of this company in the future is to break away as much as possible from the beaten path and to specialize in new and improved ideas for the display man.

Martin Mittelmark, the European buyer and manufacturing executive of the firm, says that the Natural Plant Preservers Co. will in the future work along entirely different lines from all other houses in this field both as to design and quality.

The display man of today is an artist whose work is of much more real importance in the world than that of workers in many other branches of art. It is the ambition of Mr. Mittelmark and his associates to place the display man's art upon the high level where it rightfully belongs and this can only be brought about by the abandonment of antiquated methods and styles of decorations that properly should be regarded as obsolete.

Mr. Mittelmark says that for four or five years his firm has been making a specialty of new and original types of decorations. In the future, he states, the Natural Plant Preservers Co. will be even more active in this direction. It is the purpose to offer the display man a line of decorations distinctive for their high artistic perfection, originality and unvarying quality. The display man will be offered a wide range to select from and he may make his choice with the assurance that anything he may choose will be of the highest possible standard.

Products of this house will be subjected to the severest possible criticism. No design will be offered the display man until it has passed a rigid censorship and can be improved upon no further. In this way the display man will be offered only goods of the highest order of artistic merit—in other words he may be certain of buying goods on real decorative value. Display men of critical tastes will appreciate the value of certified service of this kind.

The staff of representatives of the Natural Plant Preservers Co., headed by George Singer, who is a member of the firm, will shortly travel the country with the new fall line of decorative novelties. Mr. Singer will cover eastern and western territories. Gus Mittelmark will travel over

Canada, New England, New York, Pennsylvania and Ohio. Sam Brown will cover the Pacific coast and the Southwest.

Owing to its greatly increased business, this house has found it necessary to move from its former quarters at 239-241 Fifth avenue to 233 Fifth avenue at the northeast corner of 27th street.



Wood Display Fixtures

The Decorative Fixture Company, 1600 South Jefferson Street, Chicago, has just issued a beautiful catalog of artistic window furniture and wood fixtures of every description.

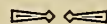
While this is a comparatively new firm, the men behind it are old in the game and know every angle of the wood display fixture business. And the result of their wide experience is shown in the new catalog which shows a line of remarkable variety and the highest artistic excellence.

This firm is now specializing on backgrounds and special furniture for stores that require fixtures of the highest type. The new catalog will be mailed to any address.



New Fixture Catalog

An exceptionally interesting catalog of modern wood and other display fixtures has just been issued by The Onli-Wa Fixture Company of Dayton, Ohio. This firm has established an enviable reputation for building fixtures that look unusually well and wear as well as they look. A number of useful display specialties have been originated by this firm. Merchants and display men who are interested in good display fixtures will find much to interest them in this new 60-page catalog which will be sent to any address for the asking.



Valance Patterns

The Decorators Supply Company, Archer Avenue and Leo Street, Chicago, has just issued a new circular of window valances, in which are shown large and attractive pictures of a number of higher artistic new designs. Those who have not received this circular will do well to write for it.

This firm also issues an instructive and valuable catalog showing their big line of high class wood display fixtures, screens, backgrounds and other window furniture of the highest type.



MARTIN MITTELMARK
Foreign Buyer—Mfg. Executive



GEORGE G. SINGER
Sales Manager—East and West



GUS MITTELMARK
Canada, New England and West



SAM BROWN
Pacific Coast and Southwest



WE SELL YOU OUR
WINDOW DISPLAY FIXTURES
+ PLUS +

Experience, Service, Satisfaction
and
Reliability

Send For a FREE New Catalogue

Artistic Wood Turning Works

Formerly POLAY FIXTURE SERVICE

519-521 N. Halsted St.

CHICAGO, ILL.

CLEVER AND ARTISTIC WINDOW DECORATIONS

*Everything for a perfect
window trim*

Exceptionally attractive line of

NOVELTY FANCY PAPERS

ARTISTIC FLOWERS

BASKETS

BORDERS

GLASS SHELVES

GLASS STANDS

ETC. ETC. ETC.

Send for a complete set of samples

**DOTY & SCRIMGEOUR
SALES CO., INC.**

30 Reade St.
New York, N. Y.

For Fall Displays

For the coming fall season we have prepared a splendid line of new floral and other decorations.

Included are many designs that will be found of particular interest to the display man who likes to use new ideas in his windows.

Our new catalog illustrates and describes this line and you will want a copy before planning your autumn displays. This book is now in the hands of the printer, and will be ready for mailing in a few days.

Send us your name and we will be glad to put you on our mailing list. Write to us now before you forget.

The Modern Artificial Flower Co.
840 North Ave. CHICAGO

Mr. Merchant!!

Tone up your windows—make your spring displays “bring home the bacon,” and be the talk of your town

Just off the press (2d edition), cram full o’ suggestions—

SCARDEFIELD’S

*“Helpful Hints
in*

Displaying Men’s Wear”

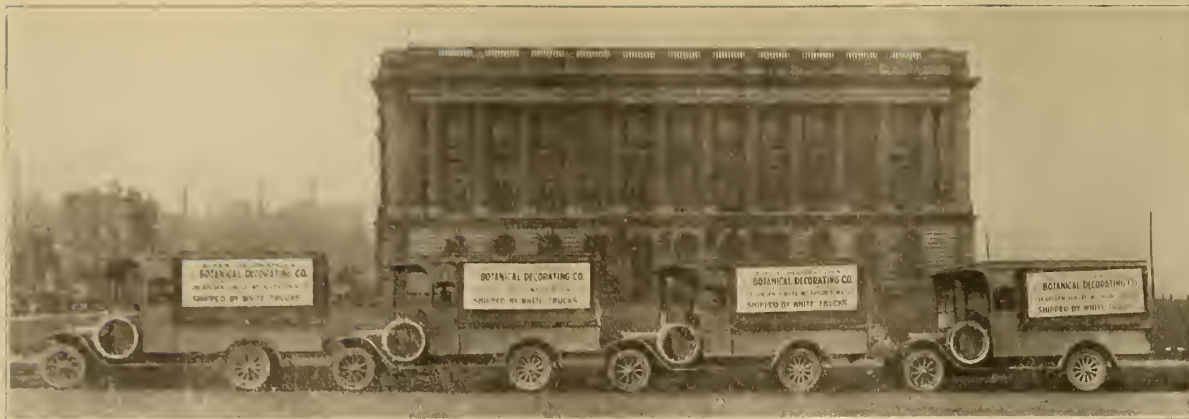
10 CHAPTERS

“Old and New Ideas”; “Shirts and Neckwear”;
“Clothing”; “Dress Attire”; “Hats”; “Shoes”;
“Fixtures”; “Show-Cards”; “10 Don’ts,” Etc.

Send a Dollar Bill to

JOHN S. SCARDEFIELD

205 McCrory Bldg., E. E., Pittsburgh, Pa.



TRUCKS LOADED WITH BOTANICAL SUPER DECORATIONS ARRIVING IN CLEVELAND.

A Remarkable Celebration

One of the most notable events in the history of retail merchandising was the Golden Jubilee of The Wm. Taylor Son & Co., of Cleveland, Ohio, which took place last month. The celebration was to mark the fiftieth birthday of this great store and the event was managed in a manner quite worthy of the important occasion. Every detail was carried out upon a big scale and every employe from the highest executive to the youngest errand boy entered into the spirit of the thing with the greatest enthusiasm.

Naturally, the decorations were splendid. Paul Bartch, the display manager, was practically given carte blanche with the general instruction to decorate the windows and interior of the store in a manner suitable to the importance of the fiftieth anniversary of one of the greatest stores in the world. Mr. Bartch proved to be entirely equal to the occasion which was considerable of an undertaking.

The Botanical Decorating Company of Chicago was chosen to fulfill the requirements in the matter of decorations and the designers and artists of this company were set to work under the capable supervision of E. N. McCartney, who has had much experience in connection with decorating jobs on a large scale. The volume of decorations required was enormous. In addition to an immense amount of foliage and flowers, there were many festoons, draperies and special pieces in a variety of designs. Mr. McCartney superintended the making or assembling of the hundreds of pieces, each one of which was planned to occupy a specified position in the store and the big job was completed well within the time specified.

Then trouble loomed in the form of the big railway strike which made it impossible to ship either freight or express from Chicago. The big order was complete but it was tied up in Chicago with no chance of getting it to Cleveland by rail.

After a conference between Mr. Bartch and other executives of the Taylor store and the Botanical Decorating Company, it was decided to send a fleet of motor trucks to carry the decorations to their destination. A computation showed that four of the big White trucks owned by the store could handle the shipment and these were sent to Chicago to get the goods.

In spite of almost impassable April roads the trucks backed up to the shipping platform of the Botanical Decorating Company, were loaded and started back on their return trip on schedule time. They arrived in Cleveland in plenty of time.

The manner in which this big scheme of decoration was planned and carried out regardless of obstacles indicates the importance that is now attached to window display and store

decoration. The Wm. Taylor Son & Co. and the Botanical Decorating Company are both to be congratulated upon their enterprise and resourcefulness. It was a big job, well planned and well carried out. The illustration shows the four loaded trucks just after their arrival in Cleveland.



A New Flower House

The Service Artificial Flower Co., 1307 Clybourn Ave., Chicago, is a new concern that is specializing in high class, low priced flowers and decorations of all sorts. This firm is composed of experienced artificial flower manufacturers who thoroughly understand the business and plan to introduce a number of radical innovations.

It is the claim of the new company that the beauty and decorative effectiveness of an artificial flower is due more to its design, color and workmanship, than to the material from which it is made and, this being true, a considerable saving to the user can be effected by using certain kinds of special paper instead of cloth. The main idea is to produce really good flowers at the lowest cost compatible with high decorative value.

Through the use of new processes in applying colors and tints the flowers and foliage are given a very artistic appearance and expert designing combined with clever workmanship produce remarkably satisfactory results.

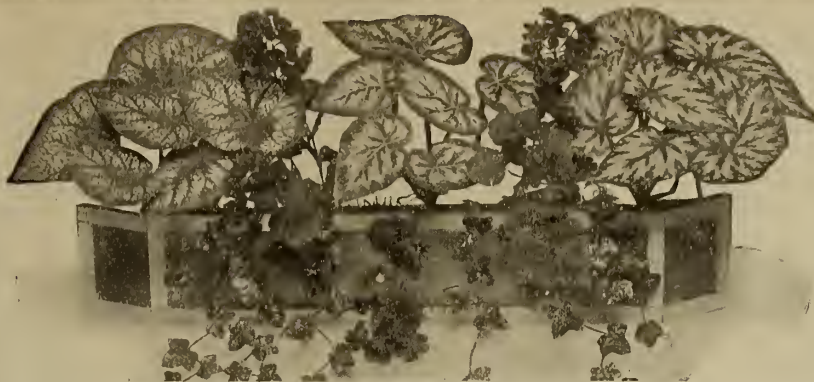
These flowers are produced to meet the demand for medium priced decorations that give the effect of quality and serve the purposes of general window and store use. It is the contention of this firm that flowers in a show window should be used to create an effect and make an "atmosphere" for the merchandise on display rather than to attract attention to their own beauty.

The Service Co. also manufactures a big line of inexpensive decorations for parades, halls, theaters and similar work. This includes float decorations, floral sheeting, festooning and similar lines.

In addition, a large general line of wicker and willow ware, papier mache, backgrounds, panels, screens, etc., is also carried. In fact, this company manufactures and sells practically everything needed by the display man or contracting decorator.

A new general catalog will soon be ready for mailing and merchants and display men are requested to send for copies. This catalog will contain many ideas and suggestions for decorations that will probably be new to many.

An attractive display room is maintained at the factory which is easily reached from the downtown district by a number of car lines that pass the door. Merchants and display men are cordially invited to visit the show room.



No. 53101 Window Box Filled with Artificial Begonias, blooming Geranium Sprays and Drooping English Ivy Vines, 42x27 inches, complete, \$12.50.

This Window Box can be used for Proscenium Arches, on top of Show Cases, Cashier Booths, Walls, etc. Ask for our catalogue No. 44, illustrated in colors, free for the asking.

FRANK NETSCHERT,
61 Barclay St. New York

ART FABRICS
for Show Windows

The border of this ad is a reduced photographic reproduction of our **Beach Cloth**

This decorative fabric may be had in large checks and wide stripes in green, blue, brown or black and natural. It offers great opportunity for artistic combinations.

We have many other fabrics especially adapted to window decoration.

Write us for information
STANDISH MILLS
Art Drapery Fabrics
ELMS & SELLON
906 Broadway, New York
309 W. Adams St., Chicago
52 Chauncey St., Boston
2 N. 11th St., Philadelphia
742 Market St., San Francisco



There's magnetic personality in Frankel natural figures that gives them surprising sales-pulling power.

Successful display managers of successful stores know this for a fact.

Established 1888 and growing daily

1146 Broadway
at 27th St.



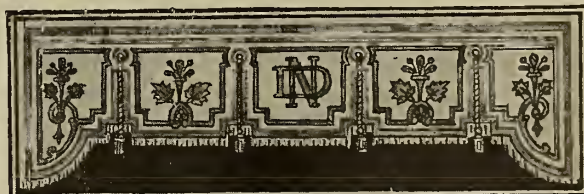
Phone
Madison Square
1490



IT'S REAL PLEASURE TO letter "Lackner ready to letter cards." Every card is "special process printed" in heavy lithographic colors, assuring you absolutely clean cut high class work. You won't find any rough edges or stencil blurs so often noticed in hand air brushed cards.

Catalog is yours for the asking, if you write on business stationery.

THE LACKNER COMPANY
108-110 West 5th Street
CINCINNATI, OHIO



Inviting Windows Sell More Merchandise
There is an Economical Nadeco Maid Dressing for Your Window

STOCK—SPECIAL—SEASONABLE
Write for catalog and name of local dealer
The National Decorative Co.

510 Federal St. Camden, N. J.

Anderson Joins Adler-Jones ff.

Adler-Jones Company, Chicago, has added another representative to its sales organization in the person of Dave E. Anderson, who joined the Adler-Jones organization the 1st of March. Mr. Anderson is an old display man, having been



DAVE E. ANDERSON

in charge of the window displays for the Olmstead Clothing Company until the United States entered the great war, at which time he resigned to enter the army service. For two years and six months he served as Regimental Sergeant Major in the Personnel Section.

On his discharge from the service, Mr. Anderson became affiliated with an Iowa artificial flower concern and traveled through the West where he made many friends among the display men. With the Adler-Jones Company, Mr. Anderson will carry the lines through the West and on the Pacific Coast. The best wishes of a host of friends will accompany him on his initial trip which will begin May 1st.

Any display man who is not on the regular mailing list of the Adler-Jones Company is missing a lot of interesting and useful information that is constantly being sent out by this firm. Their regular catalogs are filled with bright new ideas that are constantly being developed by their able staff of artists and at intervals throughout the year special circulars containing much practical information on various subjects are sent out from time to time.

One of their more recent circulars is devoted to mid-summer decorations for parades, carnivals and other like occasions. It should be in the hands of every decorator as it shows a considerable variety of new ideas that will be found interesting.

Another recent Adler-Jones circular is devoted to window valances of which this house carries a large and choice line. Many new patterns are shown and the merchant or display man who is looking forward to fall improvements will find many good suggestions in this sheet.



Outdoor Decorations

The Schack Artificial Flower Company of Chicago, is sending out some new literature on float and parade decorations that will be found of more than ordinary interest to the display man this season.

This firm is a pioneer in outdoor decorations and this

season an unusual effort has been made to show the best line that has ever been produced by this house.

Mr. Joseph Schack, the head of the firm, predicts that there will be more parade decorations used during the coming summer than in any former year and he has anticipated an unusually big demand. In addition to Schack's famous Excello and a big line of special flowers and other decorations, the new catalog shows a great variety of new things that will appeal to the parade decorator who wants something unusual.

Display men who have not received the new Schack book of parade decorations should send for it at once.

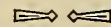


Milwaukee Wants Advertisers' Convention

THE Advertisers' Division of the Milwaukee Association of Commerce is putting up a big fight to bring the 1921 Convention of Associated Advertising Clubs of the World to Milwaukee.

The campaign to land this convention was started by Milwaukee advertising men at the 1919 convention in New Orleans and they will send a large delegation to Indianapolis for this year's convention, June 6 to 10, for the purpose of obtaining the 1921 meeting.

J. E. Fitzgibbons, of the Phoenix Knitting Co., is chairman of a special committee appointed to give the Milwaukee campaign for the Convention a whirlwind finish. George Kiewert is executive secretary of this special committee which has opened a bureau at 157 West Water Street, Milwaukee, from which the campaign is being directed.



JOHN F. COOPER, formerly of the Eastern Advertising Company, Boston, Mass., is now in charge of the display department of the Boston branch of the B. F. Goodrich Rubber Company. Mr. Cooper is an old-timer in the display profession and his resumption of active interest in it will be of interest to all display men.

Statement of the ownership, management, circulation, etc., required by the Act of Congress of August 24, 1912, of Merchants Record and Show Window, published monthly at Chicago, Illinois, for April 1, 1920. State of Illinois, County of Cook, ss. Before me, a notary public in and for the state and county aforesaid, personally appeared Edw. H. Fox, who, having been duly sworn according to law, deposes and says that he is the Business Manager of the Merchants Record and Show Window, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management, etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 443, Postal Laws and Regulations, printed on the reverse side of this form, to-wit: 1. That the names and addresses of the publisher, editor, managing editor, and business manager are: Publisher, The Merchants Record Company, Chicago, Ill.; editor, James W. Foley, Chicago, Ill.; managing editor, J. F. Nickerson, Chicago, Ill.; business manager, Edw. H. Fox, Chicago, Ill. 2. That the owners are: Merchants Record Company, Chicago, Ill.; Jos. F. Nickerson, Chicago, Ill.; H. R. Curtis, Oak Park, Ill.; George H. Lamberton, Chicago, Ill.; Charles A. Ward, Chicago, Ill.; H. C. Maley, Chicago, Ill. 3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages or other securities are: (If there are none, so state.) There are no bond holders, mortgagees, or security holders. 4. That the two paragraphs next above, giving the names of the owners, stockholders and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him. (Signed) Edward H. Fox.

Sworn to and subscribed before me this 2nd day of March, 1920. Samuel E. Childs. (My commission expires Nov. 4, 1920.)

[Seal]

WASHINGTONIAN DESIGN FIXTURES

THE BIGGEST HIT OF THE SEASON

Practical Design—Different in Appearance

Your Fall Shoe Display
Should eB Considered Now



*Send for our Latest Catalogue No. 5
of Practical Shoe Display Fixtures*

We Manufacture Display Fixtures for Every Kind
of Merchandise

THE ONLI-WA FIXTURE CO.

DAYTON :: :: OHIO

Originators of Practical Display Fixtures

DISPLAY MEN

YOU MUST HAVE THE

NEW



CATALOG

FOR PROPER CARD WRITING
MATERIALS

Just off the press. It's ready for you

WALLBRUNN, KLING & CO.

327-29 So. Clark Street

Chicago, Ill.



7 APPEARANCE

The making of a sale or—

The loss of a sale?

That is the value of your store front.
Do you realize it? It invites the
passerby to further inspection of
your merchandise or leaves them
pass your store and displays unno-
ticed.

Kawneer
SOLID COPPER
STORE FRONTS

pay big dividends.

- they attract passersby to store and windows.
- they enhance the value of displays.
- they are designed to display merchandise to the best advantage.
- they will pay for themselves in a remarkably short time.

Send the coupon for the Book of Designs.

THE
Kawneer
COMPANY

NILES MICHIGAN

THE KAWNEER COMPANY,
1411 Front St.,
Niles, Mich.

Send me the Book of Designs.

Name

Address

City and State.....

These Outfits are a Great Investment

These outfits will greatly reduce the cost of maintaining your wax figures and flesh enameled display forms.

USED BY LEADING STORES IN EVERY STATE

With This Outfit—You Can Clean and Retouch Your Own Wax Figures

Producing the same high class (oil finish) as executed at the factory. COMPLETE OUTFIT includes prepared materials to clean and retouch 100 figures. Full formula. Tools. Instructions.

Price for complete outfit.....\$5.00



USE NUENAMEL to clean and refinish your enamel forms the right way. With this complete outfit you can clean and refinish your flesh enamel forms, producing the same dull finish as when first purchased.

SATISFACTION GUARANTEED OR YOUR MONEY BACK

No. 1 outfit will clean and refinish 100 forms. \$1.75
No. 2 outfit will clean and refinish 200 forms. 2.50
No. 3 outfit will clean and refinish 300 forms. 3.50
No. 4 outfit will clean and refinish 500 forms. 5.00

NUENAMEL is made expressly to clean and refinish flesh enamel forms. No other preparation will produce the same dull flesh finish.



IT DOESN'T MATTER HOW BADLY YOUR FLESH ENAMEL FORMS CRACK, CHIP, OR PEEL OFF

They can be easily repaired with FLESH ENAMEL CEMENT and used again for display. FLESH ENAMEL CEMENT is easy to apply and dries hard to match the enamel surface. Fully Guaranteed.

Full instructions how to use with each outfit.

8 ounces net weight. Price.....\$1.25
16 ounces net weight. Price.....1.75
32 ounces net weight. Price.....2.50
48 ounces net weight. Price.....3.00

It pays to purchase in large quantities, age will not affect materials.

Eyelashes for wax figures. Correctly shaped. Ready to fit in place. 50c set, 6 sets \$2.50, 12 sets, \$4.50. Full directions with each set. Same as used by leading figure manufacturers.

New Catalogue Free

Harrisburg Wax Figure Renovating Co.

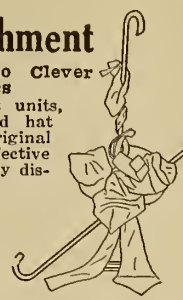
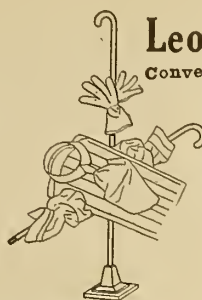
335 Crescent Street, Harrisburg, Pa.



The new Leon Cane Attachment

Converts your Canes into Clever Display Fixtures

Creates snappy shirt units, neckwear, hosiery and hat displays—new and original show card holder, effective boxed goods and jewelry displays.



THE LEON CANE ATTACHMENT is quickly attached or detached to your canes, and will not mar or scratch the finest finished cane.



Make these displays and a hundred more by attaching the LEON CANE ATTACHMENT to your canes.



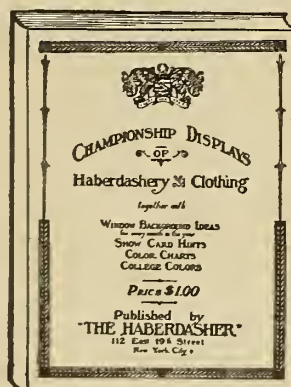
Send for the LEON CANE ATTACHMENT Booklet. Contains many practical displays from the cane.

MORRIS LEON MFG. CO.

7119 No. Clark St.,
CHICAGO



Collection of Some of Latest Displays of Clothing and Haberdashery



There has just been published a most valuable book for the displayman handling men's lines. Here is shown the work of many of the best men in the business in every part of the country, including trims in The Haberdasher's National Championship for 1916 shown. Any one of hundreds of ideas worth more than the price of the book. Should be in the "library" of every displayman.

"THE HABERDASHER"

National Championship Displays of Clothing and Haberdashery

DESCRIPTION OF BOOK

This is a big book—112 pages, 9 1/2 x 12 inches—122 half-tone illustrations of complete window and unit trims—30 pages of background suggestions, for each month in the year—346 texts for show cards—3 color charts, individual color chart—complete list of college colors, printed on extra fine paper.

PRICE \$1.00 PREPAID

Please remit with order

The Merchants Record Co.

431 So. Dearborn Street

Chicago, Illinois

"THE HABERDASHER"
SHOWCARD WRITING SYSTEM
COMPLETES IN THIRTY-FOUR LESSONS



94 Pages
198 Illustrations
34 Lessons
27 Alphabets
Color Charts
College Colors
Card Phrases

\$1.00

The Latest Book on Show Card Writing for the Retail Store

This book, just off the press, is specially written to be used by the card writer in retail stores. The authors are A. E. Hurst and C. J. Nowak, two of the best known men in this field. The book thoroughly covers the subjects of equipment, and gives all the latest ideas of interest to the card writer. Experts say that this is the best book, in the field, ever made to sell for \$1.00. Every man interested in show card writing for retail stores will get a big lot of help from this book.

Ask for the Haberdasher's Show Card Writing System

PRICE 1.00 PREPAID

The Merchants Record Co.

431 So. Dearborn Street,

Chicago, Ill.

ANNOUNCING our new series of Decorative Backgrounds and Exhibit Effects for Fall. Assured delivery requires immediate correspondence. Send us information as to your requirements. We will submit color plans.

MODERN ART STUDIOS

431 N. Clark Street

Chicago, Ill.

S. M. MELZER CO.

Manufacturers of

Display
Fixtures
Show
Forms



Wax
Figures
Brass
Railings

915 Filbert Street

Philadelphia, Pa.

BETTER DISPLAY FIXTURES

MANUFACTURED BY

D. W. WOODRUFF AND COMPANY



No. 113 No. 120 No. 122

*Perfect
Equipment
Perfect
Service*

Send for Folder

860 Howard St.,
San Francisco, Cal.



Creators of the Newest Ideas in

Valances and Panels

French Drape Valance a Specialty

Write today for our new catalogue and prices

THE WINDOW DECORATIVE WORKS

1250 W. Fourth Street, CLEVELAND, OHIO



A new, original
and effective paper
for artistic win-
dow decoration.

Use it in Your Show Windows

A perfect reproduction of the genuine stone, our onyx paper is without doubt the most appropriate covering for window backgrounds and floors, panels, columns, dividers, pedestals, draping stands, scenic frames, units, flower boxes and other surfaces.

We also have a new paper that reproduces Circassian Walnut perfectly.

In stock in convenient size in many beautiful colors and patterns. Write for samples.

Now being used with splendid results by leading display men throughout the country.

AMERICAN LITHOGRAPHIC CO.
19th St. & 4th Ave. NEW YORK

Dietz Decorations

Our floral decorations have won a national reputation, quality, beauty, and reasonable cost. Our low manufacturing and selling costs enable us to offer you the greatest possible values. If our salesman does not call upon you, write for samples, telling us what you want. We can supply you at a saving.

E. C. DIETZ

Successor to Wm. Buhrig Co., Established 1899
219 E. 34th St. NEW YORK



Valances and Shades

To Your Order for Your Fall Windows

We are specialists in French Puffed Shades and can offer exceptional values in this line. Send for our new catalog.

ART WINDOW SHADE CO.
2838 Broadway CHICAGO



HARDWOOD FLOORS

For Your Show Windows

Any carpenter can lay these floors perfectly at a small cost.
Leading stores throughout the country have installed our beautiful hardwood floors. Send for our handsomely colored catalog.

E. R. NEWCOMB
Telephone Harrison 7303
730 S. Wabash Ave. Chicago



PAASCHE
Model "D"

You Need One


of our Model "D" Air Brushes to use in decorating your spring windows. It will more than pay for itself before the season is over.

Paasche Air Brushes are made in all sizes for every kind of work. They are best for Show Cards, Signs and Window Back-grounds.

Our New Catalog
is filled with clever new ideas for the card writer and display man. Send for it.

Paasche Air Brush Co.
1229 Washington Blvd. CHICAGO

Here's the proper ready-to-fit eyelashes for wax figures. The same as we supply to leading manufacturers of wax figures both in United States and Canada.



Eyelashes made of the finest French stock. Correctly shaped. Full directions included enable any person to fit them in place.
Price per set (of four lashes), 50c; six sets, \$2.50; 12 sets, \$4.50.

LIQUID IVORY CEMENT

The Most Powerful Cement Known

Mends joints solid as welded iron. Dries hard over night.
For broken wax fingers, broken dolls or anything where it is necessary for permanent joining.

Fully Guaranteed

2 Ounce Bottle,	\$0.50
4 " "	.75
6 " "	1.00
8 " "	1.50
16 " "	2.00
32 " "	3.00

Full directions how to use with each bottle.

HARRISBURG WAX FIGURE RENOVATING CO.
335 Crescent Street Harrisburg, Penna., U. S. A.

Learn the Sign-Show Card Business



Unlimited possibilities are opening up every day in this field. Large firms everywhere want men with creative ideas. Keen commercial competition calls for most aggressive and up-to-date advertising methods. New and striking effects constantly demanded in Window Cards, Bulletin Boards, Signs and Show Cards.

Big Opportunity for Originality

Unusual openings for those who develop constructive imagination. Don't smother your ambitions and ignore your latent abilities. Make the best of your talents—develop your originality—learn to make your abilities earn big money. Get into the Sign-Show Card Business where originality counts. Our Course teaches how in a few short months. Thousands of successful graduates prove our ability to successfully teach you.

Earn \$25 to \$75 Weekly

Our training will give you perfect confidence in your own ability to command a big salary. You are taught how to direct your efforts along profitable lines. You get the close, personal counsel and help of instructors, which makes your ultimate success sure. Nothing is left to guess. Every lesson is designed to bring out the practical helps so essential in realizing the necessary training for successful work.

Course Complete and Practical

Every phase of work is covered. Instruction is complete, thorough and easily understood. Lessons start at bottom and proceed logically and naturally to the finish. You are thoroughly familiarized with intricate and involved lettering, color work, shading and letter designing. You are also taught gold-leaf lettering on glass. Each lesson is designed to bring out and develop YOUR ideas. This helps to give originality and individuality to your work.

Graduates Enthusiastic

Every day brings letters from graduates who are proving value of our Course. Read these extracts: "Am more than satisfied. Your method surely the best." "Self-reliance developed by practical execution of work is important. Personal instruction valuable." "Thanks for fulfillment of all promises." "Am pleased to recommend your School to anyone wishing to study this branch of the art profession."

Read This Guarantee

We guarantee to place graduates in positions paying \$85.00 to \$175.00 monthly after they have completed prescribed course and demonstrated proficiency. Requests for competent men exceed supply.

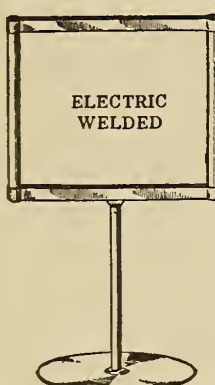
Don't Doubt—Ask for Proof!

Get our literature and samples. Ask about our Free Outfit Offer. Write for proof of our ability to successfully teach this business. Send today—NOW—in fairness to yourself.

Detroit School of Lettering

"Where Originality Counts"

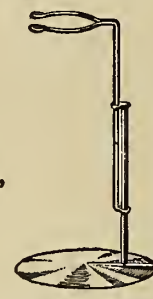
L. S. STRONG, President and Instructor
1044 D.S.L. Bldg. Detroit, Mich., U. S. A.



ELECTRIC
WELDED

No. 690

Best and Cheapest Price Card, Stands, Easels, Etc.



"Jaxon" Doll Stands Adjustable 6 Sizes

J. B. Timberlake & Sons, Mfrs.
JACKSON, MICH.

Make Your Show Windows Pay Your Rent



Our Line of Period Display Fixtures Will Help You Make Effective Window Displays

Many Sales Are Made on the Sidewalk
New Catalogue No. 93 on Request

The Oscar Onken Co. 3742 West Fourth St. Cincinnati, Ohio, U. S. A.

Air Brush Stencil Designs

5 11x14 cut stencils with sketch of each, \$5.00

Can be used on different size cards.
Our Air Brush Colors won't clog the brush.
Let us send you circular of designs.

L. O. BUTCHER & BRO. 673 W. MADISON ST. CHICAGO, ILL.

INSTANT "BLACK PEN INK"

Patented 1911-1918

For Show Card Writing, Art Work and Drawing, also air brush work.
\$1.00 per Quart 75c per Pint

Chemicals enough for one quart, or one pint mailed in dry form. Simply mix with water. Guaranteed not to mold, settle or corrode.

INSTANT INDELIBLE INK CO.
3342 Cullom Avenue Chicago

Want, For Sale, Etc.

All Notices under this Department, \$1.50 each insertion of 40 words or less, and 30 cents for each additional 10 words.

HELP WANTED—Window Trimmer and Card Writer in first-class men's wear store, in city of 22,000. Must be able to make neat cards and displays. State salary expected and full particulars in first letter. Address Seibel Clothing Company, Manitowoc, Wisconsin.

HELP WANTED—Experienced Window Trimmer who can write cards, advertise, display popular price merchandise. Business getter. Send samples of card work, state salary, experience. Steady position. Address, the Boston Store, Council Bluffs, Iowa.

HELP WANTED—We have a very desirable position now open for an experienced, active Window Trimmer and Card Writer who can trim Men's Clothing and Furnishing Windows. Send your application to Goldschmid Bros., 544 Main St., Johnstown, Pa.

HELP WANTED—Card Writer, with department store experience; must be first-class and speedy. Steady position for right man. State age, salary and references. Address Supt., Block & Kuhl Co., Peoria, Ill.

PAINT YOUR OWN SIGNS

By the Stenplit Method
For Outdoor Advertising

NOTHING TOO BIG EXPERIENCE UNNECESSARY
Send Copy for FREE Metropolitan Design.

THE STENPLIT COMPANY
1430 First Ave., North, Fort Dodge, Iowa.

HELP WANTED—A chain of progressive department stores in Western Pennsylvania have a good position for an experienced young window trimmer and card writer. Must be able to trim stocky windows as well as the better kind. Address, R. T. Shaffer, Display Manager, The Gluck Store, Sharon, Pennsylvania.

WHEN YOU NEED SIGNS

Remember our new outfit consists of 6 indented backgrounds in assorted colors and 12 inserts all for 75c. For general utility nothing beats our Interchangeable Sign with 14 dozen letters and figures. Complete, 50c.

F. & J. DONNELLY
2548 CORAL STREET, PHILADELPHIA, PA.

Air Brush Blanks Price Tickets
Display Cards
AGENTS WANTED FOR OUR 11x14 STOCK CARDS
Send for Stock List
APEX SHOW CARD SERVICE
224 CASS AVENUE DETROIT, MICH.

FOR WINDOWS AND BACKGROUNDS
Use Silk Plushes. Velours, Felts, Cretonnes
Tapestries and Sunfast Draperies
Write for Samples and Prices
F. A. RAUCH & CO.
410 South Market Street, CHICAGO, ILLINOIS

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WHEN decorations are needed for an occasion of more than ordinary importance, Botanical products and Botanical service can always be depended upon to meet every requirement.

It was because of this reputation that this house was chosen to supply the decorations for the Golden Jubilee of Wm. Taylor Son & Co. of Cleveland, Ohio.

This celebration was one of the most notable in the annals of retail merchandising. No labor or expense was spared in making the occasion a truly historic event.

The decorations, including the draperies were designed by Mr. Paul Bartch, display manager for Wm. Taylor Son & Co., and furnished complete by us. This is the class of work we regularly turn out.

May we send you our latest catalogs?

The Botanical Decorating Co.
208 West Adams St., Chicago



WHEN perfect decorations and unusual service are demanded you can always depend upon the Botanical Decorating Company. This telegram tells its own story.

CLASS OF SERVICE	SYMBOL
Telegram	
Day Letter	Blue
Night Message	Nite
Night Letter	N. L.

If none of these three symbols appears after the check (number of words) this is a telegram. Other-wise its character is indicated by the symbol appearing after the check.

WESTERN UNION TELEGRAM

NEWCOMB CARLTON, PRESIDENT

GEORGE W. E. ATKINS, FIRST VICE PRESIDENT

CLASS OF SERVICE	SYMBOL
Telegram	
Day Letter	Blue
Night Message	Nite
Night Letter	N. L.

If none of these three symbols appears after the check (number of words) this is a telegram. Other-wise its character is indicated by the symbol appearing after the check.

RECEIVED AT

1920 APR 25 PM 8 58

4422H 37 NL
FY CLEVELAND 25

L M SELIC 8680

208 WEST ADAMS ST CHICAGO ILLS

JUBILEE AND DECORATIONS WONDERFUL SUCCESS WISH YOU COULD SEE THEM

WILL KEEP THEM UP THIS WEEK WILL SEND COMPLETE PHOTOGRAPHIC RECORD

THANKS TO YOU AND EVERYBODY CONNECTED WITH THIS WORKS FOR THE INTEREST

PROMPTNESS AND ACCURACY MANIFESTED

PAUL BARTCH.

The Botanical Decorating Co.
208 West Adams St. Chicago



THIS picture shows four great truck loads of Super Decorations arriving from Chicago for the Golden Jubilee of the Wm. Taylor Son & Co. of Cleveland.

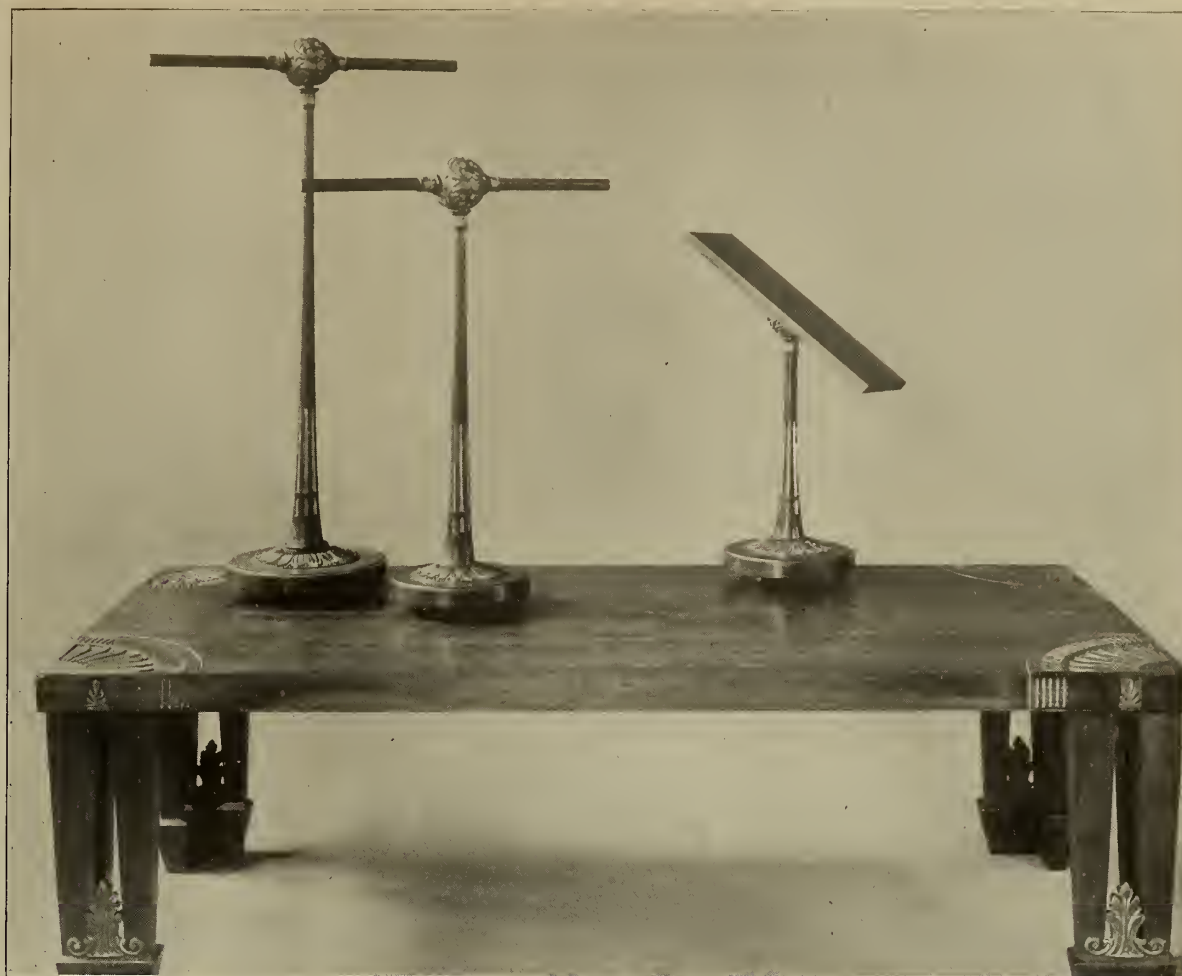
Shipment by truck was made necessary by the railroad strike but the decorations arrived on time. We deliver the goods when they are ordered—not even a railroad strike can stop us. Botanical Super Decorations are always ready for you when you want them. No matter whether your order is a large or a small one you are assured the same dependable service and you may be sure the goods will be up to your expectations when they arrive.

Our road salesmen are now out with our magnificent fall line. It will be worth your while to inspect our samples before planning your autumn decorations as we are showing many new designs for the coming season.

The Botanical Decorating Co.

208 West Adams St.,

Chicago



OUR Super Window Furniture is designed and built for the merchant who recognizes and values true beauty and quality—who appreciates the best.

Back of this line is the sincere purpose to make each piece as thoroughly good as can be done with no thought of skimping or saving in material or workmanship.

The designs are of an unobtrusive and dignified beauty characteristic of all true art.

The woods are the best to be found in any market.

The workmanship is the highest type of the furniture makers art. The decoration and finishing are perfection.

Super Window Furniture is not made to meet competition—it is in a class of its own.

May we supply you with further information?

The Botanical Decorating Co.

208 West Adams St.

Chicago

It's Time to Think of Fall Displays

For several seasons the demand for the finest quality of display fixtures has been greater than the supply. This condition will unquestionably continue through the coming season. Competition among merchants promises to be keener next Fall. If you require high grade fixtures or equipment, place your order as soon as possible. Your early order is insurance against disappointment. Tear off this sheet, check off your requirements and mail it to us.



Louis XVI fixtures. It is nice to know that these cost but little more than the common kind.

YOU WILL BE VOTING
FOR BETTER FALL
WINDOWS

VOTE NOW

For more than half a century the Curtis-Leger Fixture Co. has made it their business to help merchants sell their goods.

Get acquainted and do business with a house of long established reputation that has proven its value to merchants for over fifty years.

Up-to-date merchants use our fixtures knowing they promote their sales. There is truth in the maxim "Goods well displayed are half sold." Better your store equipment and increase your sales by getting acquainted with us.

TEAR OFF THIS SHEET

CURTIS-LEGER FIXTURE CO.:

Send us complete information, catalog and prices on the items we have checked below:

☐ Dry Goods Store
☐ Infant's Wear

☐ Men's Apparel
☐ Footwear

☐ Woman's Apparel
☐ Music & Record Shop

We are especially interested in:

☐ Metal Display Fixtures
☐ Wood Period Fixtures
☐ Glass Display Fixtures
☐ Sunflower Skirt Rack
☐ Hubhead Coat Rack
☐ C-M Extension Rack
☐ Wall Case Hardware
☐ Chicago Skirt Marker
☐ Men's Coat Forms
☐ Boys' Forms
☐ Ladies' Papier Mache Forms
☐ Componamel Forms
☐ Wood-Compo Leg Forms
☐ Wax Heads and Figures

☐ Collapsible Wire Forms
☐ Bronze Window Tablets
☐ Bronze Signs
☐ X-Ray Store Lighting
☐ X-Ray Window Lighting
☐ X-Ray Show and Wall Case
Lighting
☐ Counter Color Matching
Lamp Tru Da Light
☐ Window Reachers
☐ Cocoa Store Matting
☐ Store Waste Baskets
☐ Papier Mache Trimmings
for Backgrounds

☐ Men's Hangers
☐ Women's Hangers
☐ Infant's Hangers
☐ Special Tailored Valances
☐ Continuous Design Valances
☐ Window Rugs and Mats
☐ Show Window Flowers
☐ Palms and Artificial Flow-
ers For Stores
☐ Essex Shirts and Tie Racks
☐ Shoe Chairs
☐ Store Bent Wood Chairs
☐ Shoe Fitting Stools
☐ Traveling Step Ladders

☐ Shoe and Glove Measuring
Sticks
☐ Window Trimmers' Ladders
☐ Window Backgrounds
☐ Triplicate Mirrors
☐ Hand Mirrors
☐ Counter Mirrors
☐ Shoe Mirrors
☐ Silk Plush
☐ Silk Velour
☐ Window Novelties
☐ Wearover Store Entrance
Mats

Signed Street Address.....
Town and State.....

Established 1869

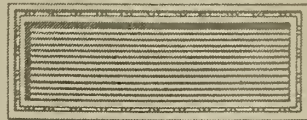
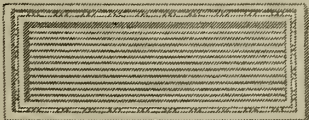
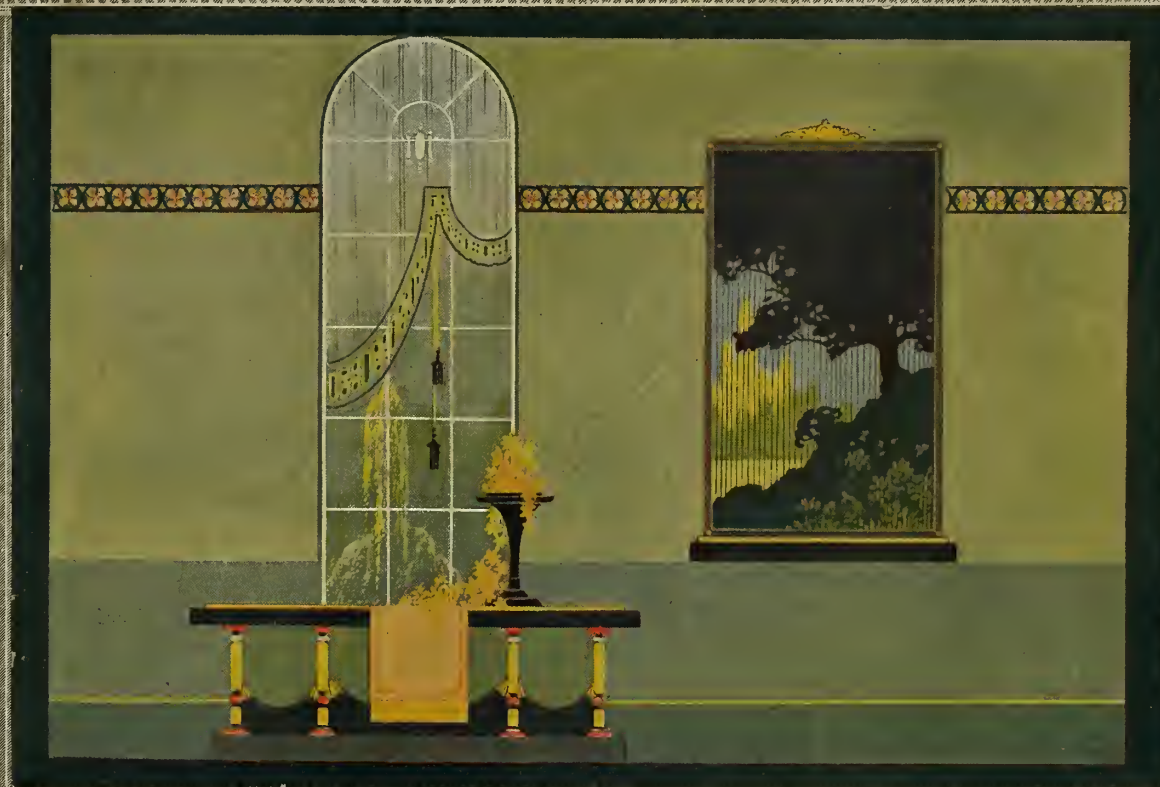
CURTIS-LEGER FIXTURE CO.

237 W. Jackson Blvd.

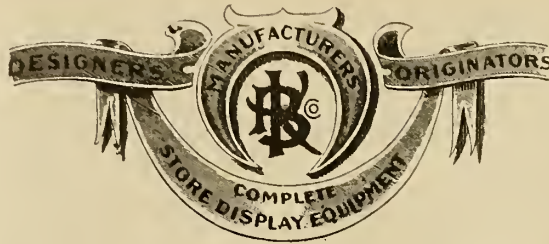
Chicago, Ill.

Merchants Record and Show Window

June, 1920



*Metal and Fancy
Wood Fixtures
Also Period
Designs*



*Papier Mache
Forms
Wax
Figures*

HELP WANTED

THE KIND THAT BUILDS BUSINESS

DO YOU WANT HELP? A few extra salespeople who would move off your stock more rapidly? We can give you good **SELLING HELP**

in your line. **The Kind That Builds Business.** Send today for your copy of an interesting booklet,

"Selling Helps for Live Retailers"

It will help you. Edition Limited.

SERVICE

is the watchword of our house.

How can we best serve you—and the one aim of all our efforts is to build up **your** business—through your Show Window, in your Store on your Counters—

GOODS WELL DISPLAYED ARE HALF SOLD!

Our lines of Display Equipment are complete. We can meet every requirement of your business.

Manufacturers of
The Famous Mannequin Products

New Uptown
EXHIBITION AND SALES ROOMS
Imperial Hotel Bldg., at 32nd Street



Our New
CHICKEN MODEL
Waist Form



Our New
CHICKEN MODEL
Costume Form

CHICKEN MODEL
FORMS
Now Ready

Dept.
M R
Barlow-
Kimnet Co.
New York

Please send catalog,
also your FREE Book
"Selling Helps for Live
Retailers."

Name
Business
Street
City

THE BARLOW-KIMNET CO.
EXECUTIVE OFFICES AND SHOW ROOMS

**724 BROADWAY
NEW YORK**

Holyoke, } FACTORIES { New York,
Mass. } { N. Y.

Make a note to meet us at our Booth No. 31, at the Convention of the International Association of Displaymen, Detroit, July 13, 14, 15, 1920.

MERCHANTS RECORD and SHOW WINDOW

An Illustrated Monthly Journal for Merchants, Display Managers and Advertising Men.

Eastern Office
5001 Woolworth Bldg.
New York City

Published by

The Merchants Record Co.

Publication Office
5707 West Lake Street
Chicago

SUBSCRIPTION RATES

In advance, postage prepaid

United States, Canada, Mexico and Cuba . . . \$3.00 a Year
All Other Countries . . . \$4.00 a Year

ADVERTISING RATES

Classified advertisements \$1.00 for five lines or less. (additional lines 15 cents each) each insertion. Payable in advance.
Display rates furnished on application.

Direct all letters and make all remittances payable to the order of The Merchants Record Co., 5707 West Lake Street, Chicago. Payments made to other than authorized collectors will not be recognized.

MEMBER CHICAGO TRADE PRESS ASSOCIATION

OFFICIAL ORGAN OF THE INTERNATIONAL ASSOCIATION OF DISPLAY MEN

Entered January 16, 1903, at Chicago, Ill., as second-class matter, under Act of Congress, March 3, 1879.

VOLUME XLVI

NUMBER 6

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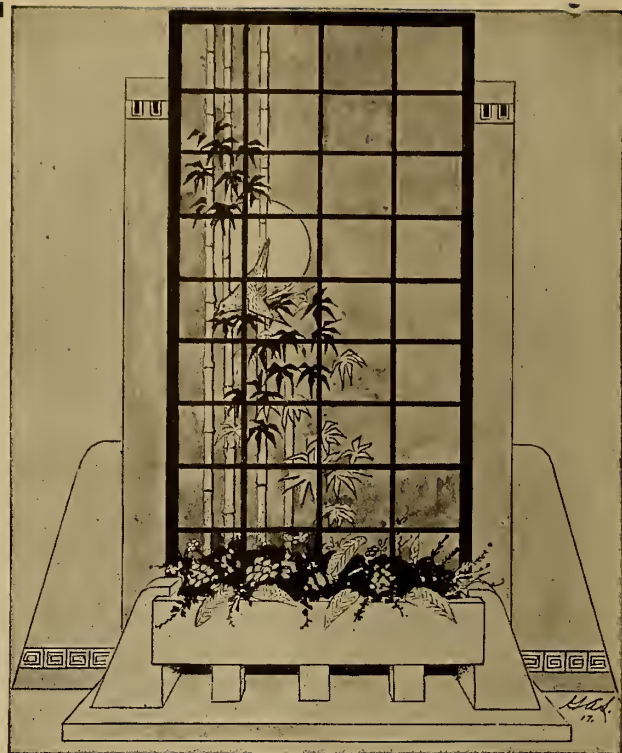
COMPO-BOARD

To get the desired effect (see illustration) and to build substantial, attractive, artistic show window backgrounds, nothing can take the place of COMPO-BOARD. Good plan to have a supply always on hand.

Compo-Board is built with kiln-dried wood slats as a foundation, and must not be confused with substitutes of so-called board, which are really nothing but pulp-paper or cardboard.

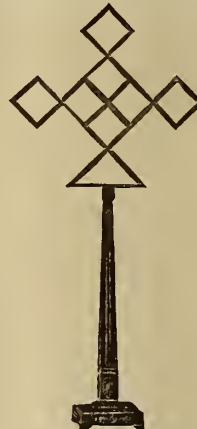
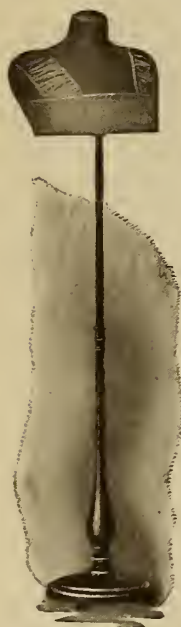
Compo-Board comes four feet wide by 1 to 18 feet long. It can be sawed in all directions without splitting. Compo-Board is not affected by heat or moisture, consequently will not warp, buckle or split.

Send for sample of Compo-Board.



Compo-Board Company

1404 LYNDAL AVE. NORTH
MINNEAPOLIS, MINNESOTA



MAKE BUYERS OUT OF PASSERSBY

Hugh Lyons period fixtures lend character and distinction to window displays.

They enable merchants to employ new methods in window display merchandising—to "make buyers out of passersby."

We will be pleased to send you our supplementary catalogs showing our William and Mary, Adam, Queen Anne and Chippendale designs.

HUGH LYONS & COMPANY
"MAKE BUYERS OUT OF PASSERSBY"
LANSING - MICHIGAN

NEW YORK SALESROOM
35 W. 32nd STREET

CHICAGO SALESROOM
234 S. FRANKLIN ST.

The FRENCH WAX FIGURE EXHIBIT

at the
CONVENTION
of the I. A. D. M.



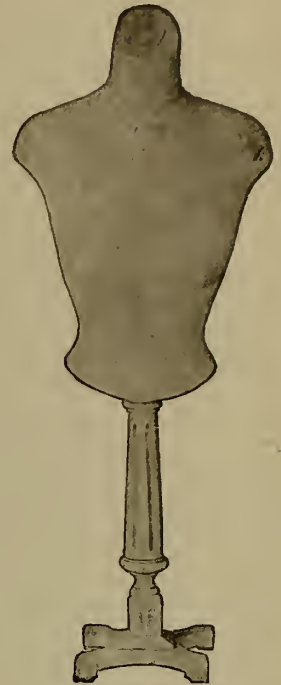
Will as in former years be the most comprehensive showing of Wax and Papier Mache Figures at the Convention.

This year we will show many new ideas in the way of wonderfully realistic poses that add new life and interest to the use of wax figures.

Our exclusive design department has been especially busy the last year in designing exclusive posed figures, sold only to one firm and for use in special tableau settings.

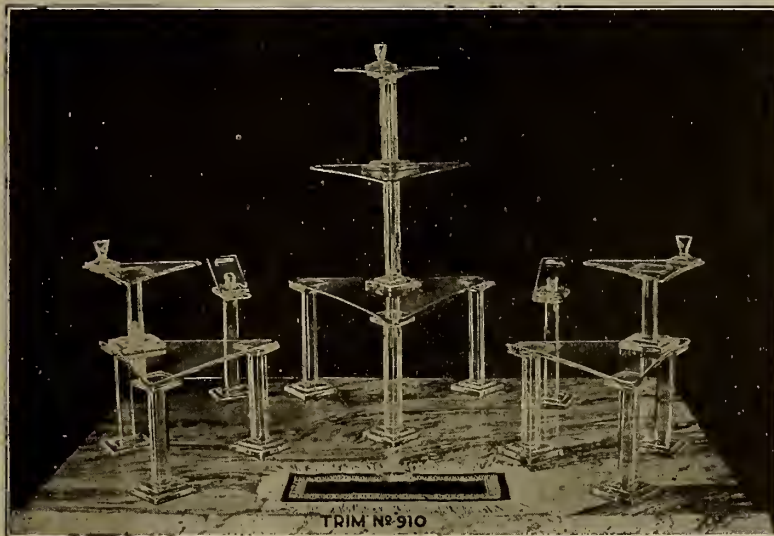
REMEMBER we are the largest, oldest exclusive manufacturer in this country of Wax and Papier Mache Figures. Write for our latest catalogue.

Now is the time to place your order for forms that you will need this coming season.



French Wax Figure Co.

14th Floor Medinah Bldg., Chicago
Factory: 70 W. Water St., Milwaukee, Wis.



Melco De Lux Glass Display Fixtures

Are the very latest and most attractive fixtures that you can get. We picture here our set No. 910 making use of triangular glass shelves in connection with our square stands. Our circular will show you sets just right for your windows.

Glass Fixtures, like diamonds are graded. Some are clear and pure, some are clouded and poorly moulded. The difference between the clear and clouded is that one make is protected from the fire and fumes, while the other is not. Hence, the difference in color. You will find no mould mark or seams on Melco De Lux, neither will you find any discolored or clouded glass. Melco De Lux is made by the new process. Do not accept the inferior kind. Get the best for less money.

VALANCES

Add valances to your windows and bring your store front strictly up-to-date. We can supply you with the very latest designs and at very lowest prices.

WOOD AND METAL FIXTURES

We carry a complete line of window fixtures, including metal and wood.

Send for Catalogue of our Complete Line of Window Fixtures.

MELIUS & COWLEY

Entire 14th Floor
Medinah Building
CHICAGO



Distributors for French Wax Figure Co.

See our Exhibit at I. A. D. M. Convention at Detroit in July

DESIGNED with an unusual degree of elegance, achieved by the blending of harmonizing forms and colors with the finer touches of workmanship, our decorations are the highest expression of originality, richness and refinement.

The unquestioned acceptance accorded our products is indicated by their use in the windows of such great stores as B. Altman & Co., Joseph Horne Co., Saks & Co., McCreery & Co., Strawbridge & Clothier, Mandel Brothers and many others of the foremost retail establishments of America.

Grateful as we are for this recognition, we hold of greater importance the necessity of preserving the quality which has given us this prestige. We shall always seek to combine beauty and originality with true value.

Our fall line will be on display at the I. A. D. M. Convention in Detroit and is now being shown throughout the country by our road salesmen. The display man who values originality and real distinction in decorations will find it worth his while to inspect this unusual line before planning his autumn displays.

The Natural Plant Preservers Co.

233 Fifth Avenue - - - NEW YORK

Northwest Corner of Fifth Avenue and 27th Street

THE DECORATORS SUPPLY COMPANY



B

Y the Window Display you indicate to the passer that the merchandise, service and environment are of high standard.

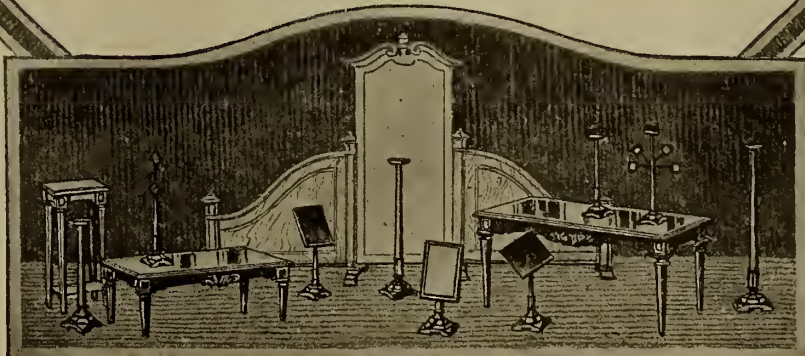
You can have the *Best Patronized Store* in the community if you equip with our Distinctive Fixtures.

Catalogue W sent on request, illustrates fixtures, backgrounds and other decorations. shows many interesting ideas for the display of merchandise. The largest factory of the kind in the world invites your inspection.

THE DECORATORS SUPPLY CO.

ARCHER AVENUE AND LEO STREET
CHICAGO, U. S. A.

The fixtures
shown are
on Correct
Gothic
Lines



SPECIAL JUNE OFFER!



Wax Figure No. 62

This full form wax figure has full wax bust and movable wax arms. It is adjustable at the hips so that you can pose it in every desired position. The wax head is our best selling model, made from our best heat-resisting wax done in lasting finish. Very special price for 30 days for this \$160.00 figure is **\$127.50**

We are moving our Grand Rapids and Chicago factories to our new enlarged factory in Chicago and want to reduce our stock temporarily to secure more room.

We picture here two of our very latest and best forms and are pricing them at prices that should move them quickly. We will ship them out immediately—each form is guaranteed.

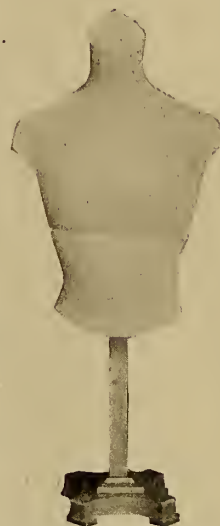
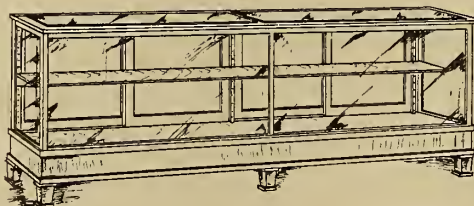
Get your order in now while this offer is in force.

Valances and Plushes

In Stock for Immediate Delivery

Dress up your windows with valances—they improve the appearance of your store front 100%. We are showing some very artistic designs at very reasonable prices.

We also have something extremely new in the way of Art Glass Valances.



Waist Form No. 123F

This staple papier mache waist form is needed by every store. It is especially attractive because of being mounted on our new style Florentine Period wood base. In ordering specify the wood finish you desire on the base. The bust is finished in our washable celluloid enamel. Price for 30 days for this \$20.00 waist form is **\$13.50**

We Plan and Build Complete Store Interiors

USE THIS COUPON

The Superior Brass and
Fixture Company,
316-318 W. Jackson Blvd., Chicago

Messrs:—Please send me literature on the following subjects:

- ☐ Wax and Papier Mache Forms.
- ☐ Wood Fixtures.
- ☐ Metal Fixtures.
- ☐ Valances.
- ☐ Store Planning.
- ☐ Show Cases.
- ☐ Complete Store Equipment.
- ☐ Catalogue.

Name

Address

City

State

Now is the time to plan for any remodeling so that the work can be done in the summer months. Now is also the time to place your orders so that delivery can be made in time.

It has been our aim to build one of the best store planning organizations in this country with the idea of giving any client of ours a store planned out scientifically for the economical housing of merchandise and to give quick service to the customer.

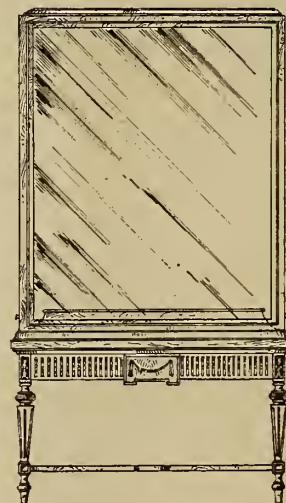
SPECIAL DESIGNS

Those stores that are looking for something distinctive and different will find that we can design special fixtures for them at prices very little higher than stock designs. If you are building or remodeling it will pay you to get in touch with us at once.

USE THE COUPON

**THE SUPERIOR BRASS &
FIXTURE CO.**

316-318 W. Jackson Blvd., CHICAGO, ILL.



FRONT VIEW.

OVER 500 NEW DESIGNS and COLORINGS for the FALL of 1920

These are now being shown by our salesmen on the road and in our display rooms.

Inspect our samples before planning your autumn displays. The designs are new and the colorings beautiful. They show the best ideas of the foremost displaymen and artists of America. You will find the Baumann line remarkably complete this season.

Many of the designs included in our fall line have been originated by leading display men and made up by us under their direction. You will find these designs not only new and wonderfully attractive but quite reasonable in price.

We can make up for you any special design that you may have in mind. Just send us a sketch and the colors required. We will do the rest.

Send for Our Catalogs

L. BAUMANN & CO. — Flowers

Leading Importers and Manufacturers

357-359 W. Chicago Ave.,

Chicago





Artistic Parisian Wax Figures
and Forms

PIERRE IMANS

Sculptor and Modeler in Wax

CHEVALIER OF THE LEGION OF HONOR

*Panama-Pacific Exposition, San Francisco, 1915, Hors Concours
In order to obtain perfect wax figures, see that my signature is
stamped in the wax.*

Do not buy wax figures before having consulted my catalogue.

Illustrated Catalogue No. 24 Free

Orders received through the medium of Paris Commission House

Packing Guaranteed Commission Export

10 RUE DE CRUSSOL, PARIS, FRANCE



When Making Changes In Your
Store Front, Do Not Overlook

**The Most Important
Improvement—Your
Show Window Lighting**



*No other change, no matter what the cost,
will so improve your windows*

A one-piece glass silver plated reflector of special design is now the recognized standard for window lighting. Compared to trough reflector or any other system, double the light will be obtained, using the same lamps. Not only twice the light at the same cost, but a better quality, making the window attractive and the goods displayed desirable.

Of Reflectors of This Kind,

“PITTSBURGH” REFLECTORS are

Insist on “Pittsburgh”
from your electrical
contractor.

The utmost in efficiency.
Unequalled for durability.
Most economically installed.
Lowest in price.

Write for catalog.
Submit sketch of window
for free lighting plans.

PITTSBURGH REFLECTOR AND ILLUMINATING CO.

Chicago Office,
565 W. Washington St.

PITTSBURGH, PA.

San Francisco Office,
75 New Montgomery St.



These Two Books Free!

Schack's Floral Parade Book

A complete guide for the Floral Parade decorator showing hundreds of Prize Winning Floats. This book also contains a complete line of floral decorations, the kind that will make your float win a prize.

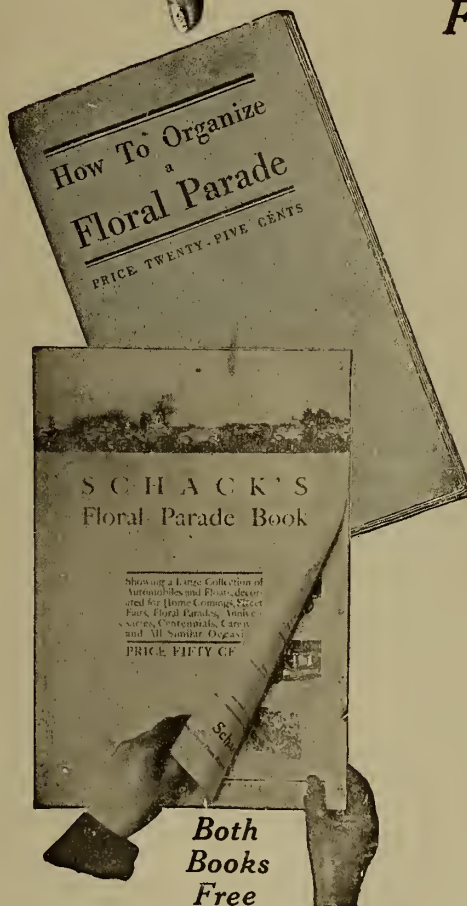
Merchants Decorators Attention!

Floral Parades Are Money Makers!

Why not organize one in your town? Stimulate business; a Floral Parade will do the trick. Whether you are merchant or decorator a Floral Parade is of benefit to both—a business getter to the merchant — a money-maker to the decorator.

See Our Exhibit

at the I. A. D. M. Convention, July 12, 13, 14, and 15, at Detroit, Mich., Booth No. 32 and Booth No. 34.



*Both
Books
Free*

Schack's Book: "How To Organize a Floral Parade"

is a wonderful little book of 32 pages that tells all there is to know about organizing a Floral Parade. Follow the instructions and the Parade you organize will be a success.

Celebrate the Fourth of July with a Floral Parade

Make arrangements NOW! It is not too soon. The first step to take towards organizing a successful Floral Parade is to Write for our two Free Books.

With the help of these books anyone—anywhere can organize a Floral Parade. Just follow the plain simple directions given and you cannot fail to succeed.

Special Notice!

Schack's New Fall Catalog IN COLORS, a revelation to the Display Profession. Secure your copy by writing us at once.

WRITE TODAY

The Schack Artificial Flower Co.

1739-1741 Milwaukee Ave., Chicago, Ill.



Show Your Garments at Their Best

Do your wax figures do justice to the handsome garments shown on them?

FELDMAN'S

Humanized Wax Figures are worthy of the costliest garments. They show off the gown or coat with the greatest possible grace and distinction. They add to the desirability and to the apparent value of any garment shown on them.

Our Catalog

Send your name for our catalog showing our big line of wax figures, papier mache and all kinds of display fixtures in metal and wood.

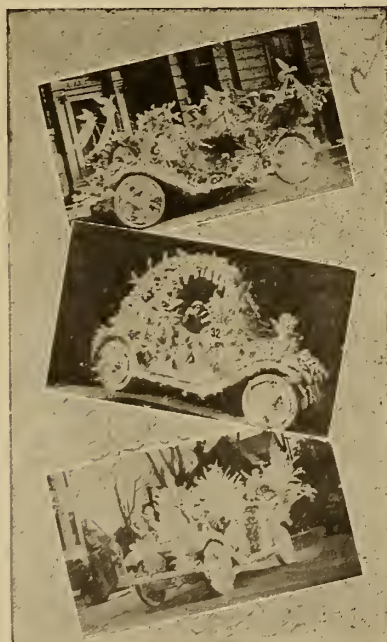
We can quote you interesting prices on valances, artificial flowers, etc. Write us.



Feldman's Figures have all of the grace and charm of the handsomest living models. This is one of our big collection of handsome wax characters.

FELDMAN FIXTURE CO., 22-26 W. 30th St., New York

Floral Parade Decorations



Place your order now for your Fourth of July Celebration. Remember our prices are always the lowest comparing quality and workmanship. Here are a few of our most important numbers:

- F-901 Gasthoff's Patent White Floral Sheeting, per sq. yd.....\$0.90
Same as above, in colors, per sq. yd..... 1.00

SHORT STEM FLOWERS

- S-202 Regular size Chrysanthemums, any color, per gross..... 4.00
S-203 Large size, Chrysanthemums, any color, per gross..... 5.50
S-208 5-in. Poppies, any color, per gross..... 4.50
S-209 6-in. Poppies, any color, per gross..... 5.50
S-235 9-in. Jap Wistarias, any color, per gross..... 4.00
S-236 12-in. Jap Wistarias, any color, per gross..... 4.90
S-239 Large size American Beauty Roses, any color, per gross.... 5.50
Medium size American Beauty Roses, any color, per gross... 4.50
Small size American Beauty Roses, any color, per gross.... 3.50
F-922 Automobile Plumes, any color or combination color of red, white and blue, 24-in., each, 15c; per hundred.....12.00
F-923 Moss Paper Festooning, 30 feet to a roll, colors, red, blue, white, yellow, orange, pink and purple, or combination color of red, white and blue, per dozen rolls, \$3.75, per hundred rolls30.00

The above items are merely a few of our large variety of decorations. Place your orders now to avoid delays and disappointments when our rush is on.

Write today for our complete Floral Parade Catalogue.

J. F. Gasthoff & Company, Inc.
DANVILLE, -

Leading Manufacturers of Artificial Flowers and Decorative Supplies.
ILLINOIS

Win the 1920 Esterbrook Prize Contest

First Prize



For the five best cards drawn at home with Esterbrook Lettering Pens, \$25 in cash.

This contest will be held at the Convention of The International Association of Display Men meeting at Detroit July 12th to 15th, 1920.

Second Prize



For the five second-best cards drawn with an Esterbrook, \$10 in cash.

Get a supply of Esterbrook Drawing and Lettering Pens now and begin your cards at once. These Esterbrook speed pens save time, write easier, and produce better results.

Special Prize



For the best card drawn at the Esterbrook Convention Booth, a special award of \$25 in cash.

Always ready—feed ink just where the pen begins the stroke. Work as fast as your hand can move. Clean work—bold, sweeping curves and straight single strokes.

1 Box of One Dozen Drawing and Lettering Pens, Sent Postpaid on Receipt of \$1.00.

Write at once for complete details of this Esterbrook Prize Contest

The Esterbrook Pen Mfg. Co.

90-100 Delaware Ave., Camden, N. J.

Esterbrook Pens

Better Displays and Oftener with

The adaptability of EZY-BILT window board to backgrounds, figures, relief ornaments, etc., can be demonstrated with your displays.

The possibilities with EZY-BILT are unlimited. Clever ideas can be worked with EZY-BILT that will attract more attention to your windows.

EZY-BILT must not be confused with ordinary wall board, but is an exclusive window board.



Easily cut with a knife and will not warp, bend, buckle or sag. No frame work required—no expensive carpentering.

EZY-BILT window board has received the endorsement of the leading display men.

The articles appearing on Pages 20 and 30 of the January issue of Merchants Record and Show Window, illustrate excellent Background Suggestions that can be worked with EZY-BILT.

A folder showing the "workability" of EZY-BILT and a good sized sample sent on request. A trial package will prove its merits. Take advantage of our Special Introductory Offer.

Special Introductory Offer
This offer is for our two new sizes as follows:
14 sheets, size 36x48 in., \$5
11 sheets, size 36x60 in., \$5
Order one of these packages today and
GIVE EZY-BILT A TRIAL

THE HUNT-CRAWFORD COMPANY, Coshocton, Ohio

Read This Letter

Here is a letter from one of the largest chain stores in America.
Read what they say about our fixtures.

Ladies' Suits,
Skirts, Waists,
Dresses, Coats,
Furs, Millinery,
Shoes, etc.

W. T. FARLEY
MEN'S AND WOMEN'S WEARING APPAREL
BRANCHES IN ALL PRINCIPAL CITIES
2017 MARKET STREET

Men's, Boy's
and Children's
Clothing,
Shoes, Hats,
Overcoats, etc.

Galveston, Texas, April 20, 1920.

David Sobels and Sons,
New York.

Gentlemen: We are in receipt of Dress and Waist Forms; wish to state we find them to be up to standard in every respect; am satisfied will be the means of displaying our merchandise to a better advantage than heretofore, as we think them a credit to any window or interior display. Thanking you for your valuable interest in shipping same for our approval, we are,

Yours very truly,
W. T. FARLEY,
Per Chas. Cross, Manager.

Best Style Costume Form, full enamel. Mounted on No. 2-12 in. wood white enamel base or No. 1 base (opposite). Price, \$15.00, until our output is taken as J. C. Penney Co. and Adelbert Feder Stores are ordering for 400 stores.

Live Agents for this line wanted. Write to Mr. J. Sobel today.

We will also ship you our forms on approval. If you like them, keep them. If not return them to us and we will pay express charges both ways.

We dare to publish the names of our customers openly as we are convinced there is not another fixture house in the country that can equal our quality and prices. Try us and be convinced. Immediate delivery from stock.

DAVID SOBEL'S SONS

Successors to Co-Operative Display Fixture Co.

143 Grand Street

NEW YORK

Latest style, full enamel (not half-way enamel), waist form. Mounted on No. 1 base, round wood, white enamel, or on base No. 2 shown opposite. Price, \$10.50. Place your order at once as this style form is ordered by the New York Waist House in thousand lots and our big stock is being sold rapidly.

Agents—Correspond with Mr. J. Sobel personally before your territory is taken.

The Spirit of Modern Display

Beauty, Harmony, Appropriateness—these are the three vital essentials to a truly satisfactory window display.

The two settings here illustrated possess these essentials. They express the spirit of modern display as it is interpreted in the show windows of the best stores in America.

These windows have the beauty that commands notice—they harmonize in every detail of line and color—their simple richness, without ostentation makes them appropriate settings for the display of high class men's wear.

These and other similar settings, were designed, built and installed by the Bodine-Spanjer Company for the Kleinhan's Company of Buffalo, N. Y., one of the best men's clothing stores between New York City and Chicago.

The pictures give but a faint idea of the remarkable beauty of these displays.



Beauty—Harmony—Appropriateness



We Can Make Your Windows Look Like This One

We Will Have a Beautiful Exhibit at the Detroit Convention.

The remarkable exhibit we have prepared will, alone, repay you for visiting the I. A. D. M. Convention. If you can't attend this meeting write us your requirements.

Write us for catalog containing quite a number of interesting subjects

**DO NOT FAIL TO VISIT
OUR SHOW ROOMS AND
STUDIO WHEN IN
CHICAGO**

To get to our studios, take
Larrabee St. car, on Dear-
born St. (downtown); go
north, get off at Division
St., and walk 1 block west
to Chatham Court.

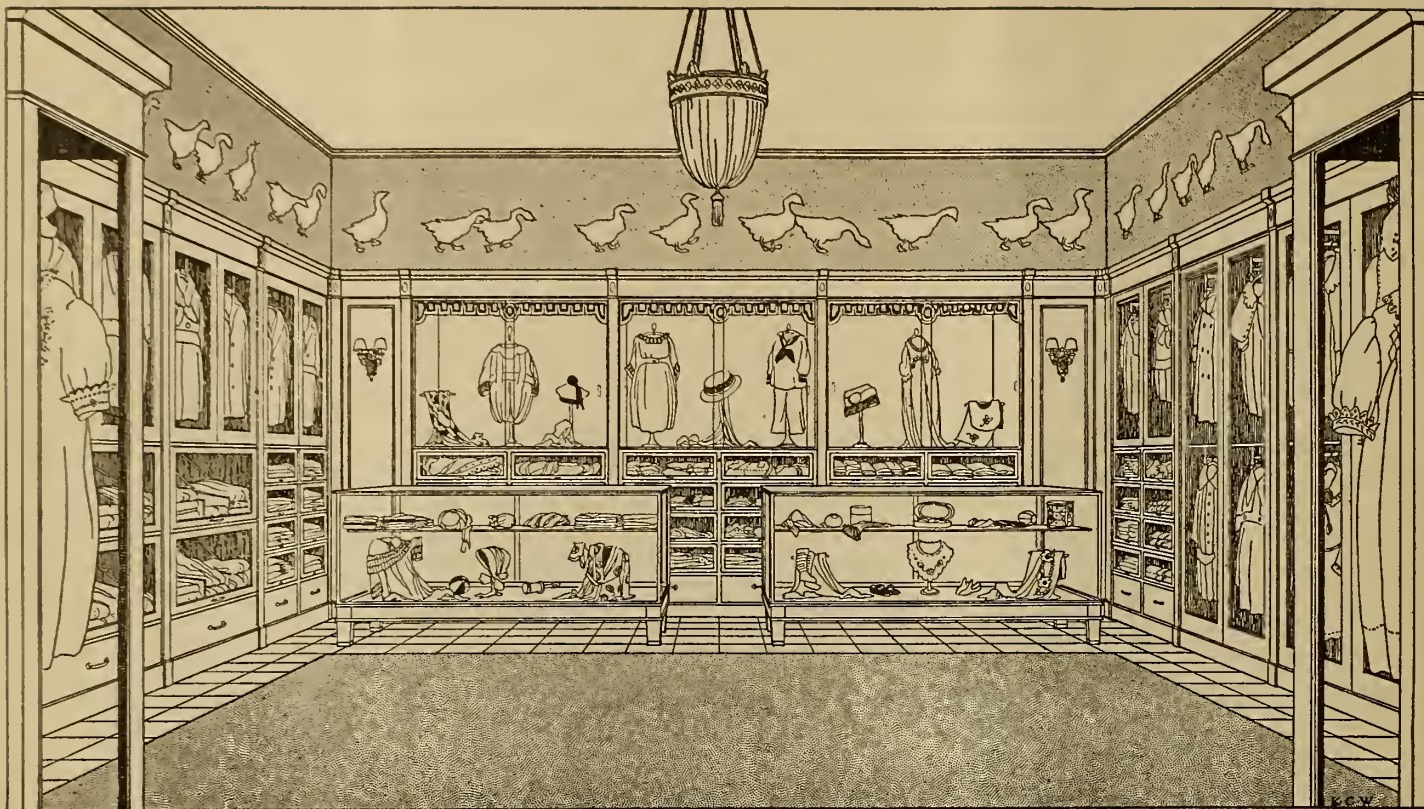
THE BODINE-SPANJER COMPANY

*Designers and Manufacturers of Decorative Backgrounds
for Show Windows*

1160 CHATHAM COURT

Phone Diversey 2585

CHICAGO



Have You a Little Baby Shop In Your Store?

The family buying revolves around his imperial majesty, The Baby. Please him—sell things that make him look fittest, fattest, and happiest—and you everlastingly sell your store to his mother. He is her world. And she is a mighty good person for you to please.

Baby Shops today are toddling briskly to the front in the store of successful merchants. The attraction of this store to youngsters and mothers alike—the tasty arrangement of baby clothes in the cases and displays in illuminated fixtures, together with the appeal of tasty ivory enamel interiors to all women—is effective advertising for this department and for your store.

His majesty, The Baby, is exacting. Your stage settings for him should be the ultimate thing—not a makeshift collection of shelves, drawers, and counters, but a tasty, carefully arranged Baby Shop, where infants' wear from the first layette onward is efficiently displayed in fixtures artistically built and designed to push the sale of baby goods.

A booklet just issued contains some valuable suggestions. Shall we send you a copy?

THE WELCH-WILMARTH COMPANIES GAND RAPIDS, MICH., U. S. A.

BRANCH OFFICES:

Chicago
Pittsburgh

Boston
St. Louis

New York
Minneapolis

Philadelphia
Salt Lake City

MERCHANTS RECORD and SHOW WINDOW

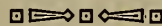
VOLUME XLVI
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JUNE, 1920

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Department Arrangement and Decoration

Proper arrangement of department important feature in store service—Store judged by appearance and condition of stocks—Display fixtures important.



A PRIME object in planning or arranging the modern store is to be found in the fact that the best service is that which is given with a minimum of detail and a maximum of dispatch. The purpose of an ideal department arrangement is to facilitate the work of conducting the business and in this way effect a saving of time and money.

The present day merchant is keen to the realization of the power of a good location and the force of a neat and attractive department arrangement. To try to make a store pay when the location and the interior arrangements are not in order is the height of folly. While attractive store fronts influence the public to enter the store it is the inviting appearance of the interior that determines whether that customer will make a second journey into the store. The deportment and efficiency of the man behind the counter may leave nothing to be desired in the matter of deportment, but unless the store and its stock is clean and orderly, and the general interior attractive there is not the power to attract people to return to this particular store.

The question of fixtures in the up-to-date store is one of great moment and requires some study and discriminating judgment. An enterprising retailer who is establishing a new store will find it to his advantage to make preliminary tours of investigation in order to ascertain what other stores are using in the fixture line, and in this way obtain general knowledge and be in a position to incorporate and utilize the best ideas resulting from this investigation.

Cheap store fixtures and unsuitable appliances represent money spent without sound judgment or knowledge of that for which it was spent, and is an

expenditure which will really never offer a commensurate return. A retailer who invests his money in fixtures and other items in connection with store necessities must, as in all other phases of business figure a suitable return on each dollar invested. Neat attractive fixtures and window and store display appliances aid in the actual selling of merchandise, and in addition to serving in this capacity aids in the general work of making the store and windows attractive. A little fresh paint applied now and then with good taste will prove a good investment, providing it adds to the appearance of the interior, since it has an influence upon all who have an occasion to enter the store.

Another question of great importance and one which has been the subject of much comment and discussion is that of artificial lighting in the up-to-date retail store. While no rule can be offered or laid down relative to store lighting, it may be suggested, however, that merchants who are located on a busy avenue must illuminate its store with the view of attracting the attention of "would-be" customers. With this object in view powerful lighting effects should be of great value.

Today we find many large electric signs suitably inscribed with the name of the business and its nature, easily noticed and read from great distances, and it can not be denied that this sort of lighting has a decided tendency to impress upon the minds of the people viewing it that business and company or firm operating in that particular neighborhood. The expense incidental to such an electrical display is well worth the outlay, and it must be considered that it is money appropriated to provide for increased sales. Counter and shelf displays in the in-

terior of a store are generally conceded to create that "first impression," and that "first impression" should be a favorable one.

When a prospective customer enters a strange store, regardless of the manner or method by which he has been attracted, his primary quest is for merchandise in which he is interested. If such a customer finds a display upon the shelves which is often called "monotonous," the effect upon him is most discouraging and depressing. The possibilities of interior displays are too often neglected by many dealers, as they think that all that is necessary is to get a customer into a store, and that a purchase will be made in the natural course of trade. If a customer's eye has been attracted by a store's exterior appearance, it is just as essential to have the interior so arranged as to reattract and fasten his attention. In such a case a buyer is likely to again return and become a regular patron. A display inside a store which has been cleverly conceived and executed brightens the aspect of things in general and softens the otherwise hard business effect by appealing to the artistic sense. The public is always attracted to a store where the mercenary aims and objects are apparently consigned to the rear. The owner of a store often overlooks such nice points, but the prospective customer, who has an outside impression of the store still on his mind,

expects that the inside displays will also appeal. When arranging a store's interior, it is not necessary to try and display everything that the store contains. It is true that many people will not think of asking for something unless they see it once in a while, but a various and complicated display is confusing and a prospective purchaser really does not know what he wants if he was undecided anyway before he entered the store.

A convenient height for shelves in a modern store is up to seven feet, and while it is true that the space above that dimension can be utilized, it is always best to place those goods subject to rapid demand within the height of seven feet. Above the seven feet can be shelved those goods that are either not "seasonable" or not subject to regular call. To be sure, a retailer must not lose sight of the fact that some one must dust those goods at the top occasionally, for appearances sake. If he does not adhere to that practice he will eventually learn that he has a lot of shop-worn goods on his hands. If a dealer has a better place for the "seasonable" goods, or those not subject to a ready call, the upper space above the seven foot limit may be devoted to dummy boxes and other advertising paraphernalia, such as package designs and other contrivances of the window displayer's art. It is not well to place "live" stock on the higher shelves, as such merchan-



ATTRACTIVE DEPARTMENT OF SUMMER FURNITURE. ARRANGED BY OSCAR KLAUSNER FOR NEWCOMB-ENDICOTT, DETROIT.

dise so placed is likely to be dropped by an impatient clerk when he reaches for it. The average clerk will not climb up to these upper regions unless he is forced to. It is too far out of his way.

Every available square foot in a retail store should be devoted to the selling of goods and not to surplus storage. The little corners and other nooks in a store should not be allowed to be of no value. Such places may be used for advertising purposes, and their effectiveness may be most advantageous when utilized in such a way.

It is a wise policy to display the goods of quality in a store that transacts a high grade business. While it is true that such fine materials do not attract all customers at the time, nevertheless they may return and purchase the finer articles when they have sufficient funds to do so. In the course of business, it is often true that a retailer finds it imperative to sell a cheap article because the demand is alive for it. It is best however to keep the

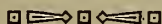
quality goods in a prominent place, and the cheaper class of commodities in places where they will not readily attract the eye. If a prospective customer walks into a store and finds an article of quality featured, he goes off impressed with the fact that quality goods are sold at the store.

Price cards should be employed providing the cards are well written. Some article or other may be seen by a person in a retail store, but he does not like to take the trouble of asking its price, as the prospective customer fears that a retailer or clerk thinks that he is going to purchase, when as a matter of fact he is undecided. Next to seeing the goods a possible customer likes to know the price.

It is the general atmosphere of a retail store that gives confidence and opens pocket-books. The quality of the merchandise must always be preserved, but that must be combined with neatness of the store and a substantial clientele may then be attracted.



Hardwood Window Flooring



A GREAT deal of experimenting has been done in the matter of flooring for the show window and the results have shown that there is but one really satisfactory, permanent window floor—and that is hardwood.

The hardwood floor when properly made and accurately fitted will last and look well for many years if it is given a reasonable amount of care and attention. These floors are manufactured in a great variety of designs varying from plain white oak to highly ornate combinations of handsome woods. As a rule, however, the more conservative patterns are favored for show window floors. These harmonize with all kinds of merchandise and look well with floor draperies or rugs of any color.

Hardwood floors for show windows are manufactured by specialists who fit the designs together so accurately that the actual laying of the floor in the window is a very simple matter that can easily be handled by any good carpenter. The hardwood design can readily be laid over an old floor or it may be laid on a false work base if the window is a new one. The fitting requires no special skill beyond that possessed by the average local carpenter.

In ordering a hardwood floor, careful measurements of the window should be made and sketches should show any irregularities in the shape of the

floor. Floors selected from designs shown in catalogs and ordered in this way are shipped all over the country and never fail to give perfect satisfaction if the measurements of the window have been made accurately.

When the floor has once been laid, it requires no further attention except that it should be kept clean and be polished occasionally. Care should be taken to avoid scratching or marring the surface and, when working in the window, the display man should wear window sox over his shoes to prevent heel marks.

Altogether, a hardwood window floor is a most satisfactory investment. The first cost is not great and it is distributed over so many years of service that it is hardly worth considering.

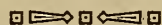
Many high class stores are now using specially designed rugs and mats on their hardwood floors. These rugs have grown to be highly popular during the past year or so and it must be said that they add wonderfully to the appearance of the window that has a handsome hardwood floor. Plush and velour floor drapes are also much used. In fact, the show window floor is being given far more attention than it was a few years ago.

Some highly attractive catalogs showing hardwood window floors in colors are now being issued by manufacturers and may be had for the asking.



Effective Displays of Juvenile Wear

Children's section one of most interesting and profitable in modern department store business—Window displays of juvenile wear require skill in arrangement and knowledge of color values—Two windows which were unusually successful and excellent examples of juvenile displays.



INCREASING attention and space is being devoted to the children's departments in the big department stores of today, and like other lines, the expansion of sections and increased returns on this character of merchandise is in great part traceable to the tendency to feature strongly through the show window children's essentials in wearing apparel.

Few lines, indeed, if any, demand more interest from the shopping public, as most every one is interested to a great degree in the country's future manhood, and the displays shown here and executed by W. Yeager, display manager for Wolf-Griesheim, Bloomington, Illinois, are fair examples of the compelling interest attendant the proper handling of

children's wear. Of particular value and interest are the suggestions afforded pertaining to the totally varied effect possible through a slight alteration of general setting in conjunction with a change of merchandise.

It is a conceded fact among display men that skill and judgment are necessary in the correct showing of merchandise of this nature, and while suits and blouses for young boys have certain degrees of distinctiveness and character, more than ordinary ability must be evidenced in displaying them as individual displays. A great deal of the difficulty found in making an attractive window of boys' suits is attributed to the fact that the garments are so small, and, unless shown in conjunction with some suitable accessory



DISPLAY BY W. YEAGER FOR WOLF-GRIESHEIM & SONS, BLOOMINGTON, ILLINOIS.



DISPLAY BY W. YEAGER FOR WOLF-GRIESHEIM & SONS, BLOOMINGTON, ILLINOIS.

they are in themselves incapable of presenting an attractive and compelling display. It must not be assumed, however, that accessories are essential, as it is possible to create the desired results without the injection of a number of accessories. The point to be brought out, however, is that much skill is required in the presentation of individual display units of children's wear.

Not so long ago the accepted principle governing displays of this nature was to show twelve or fifteen suits, and in addition, a varied line of accessories. This method has gradually changed until today we frequently see really artistic, compelling displays of this character in which not more than four or five suits are shown. The merchant of today realizes that the old system of showing a window jammed with suits was based on poor judgment when one considers the window and the shopping public along the lines of psychology. Many valuable selling points are lost in a stocky display, chief among them being that exceedingly important item—color. In the overstocked window there is too much of a conglomeration of colors, styles, etc., to allow a single forceful impression to remain with the shoppers, unless it be the unpleasant image of a poorly arranged window. Then again, with 15, 20 or 30 suits crowded in one display window it is not unreasonable to assume that not enough time and space is devoted to the presentation of the perfect styles, something which cannot be satisfactorily accomplished without ample space and midst fitting surroundings.

Display men are rapidly deserting the old system of arranging boys' suit displays after the old style of symmetrical layout, and today the individual style is by far most popular and representative of classic treatment. It is interesting to note here that until but recently many authorities held that the monotonous grouping according to the symmetrical method was most striking, impressive and in accordance with the best principles of arrangement. It is doubtful if one could find a supporter of this principle among the artists of this day.

Color, like in all other phases or classifications of the general subject of display, plays a most prominent part in the successful boys' displays, and in fact, it is superseded only by perfection of style of merchandise shown. Style or color should be maintained consistently throughout the display, and in cases where a great variety of styles are shown then color should become especially evident in order to maintain the degree of uniformity. There is nothing to prevent the injection of a combination of colors providing they are in harmony with one another, and, it might also be stated, that a single color application midst a showing of a number of different style suits is acceptable to good taste in displaying boys' wear; also, one style suits may be shown midst a vari-colored setting, providing, of course, the latter are not conflicting.

Mr. Yeager, in his clever displays, has obtained pleasing effects midst simple, yet unusually attractive, settings. Cloister cloth has been employed with effect and since it is of a neutral tone allows opportunity for

further application of color, which is in part provided through the artificial flowers of bright tones. A small vine was used just above the panel in the blouse setting, and provided a resting place for several small artificial birds. Advertising cards are appropriately and successfully used in these displays in conjunction with neatly lettered and panelled show cards.

It should be always remembered that displays of juvenile wear should not present a great variety of style since the strength of the showing is greatly weakened, but, on the contrary, the best results will be obtained with a modest selection and arrangement of pieces artistically handled in conjunction with the employment of a distinct and harmonious color application.



Practical Exhibit at Spokane

THE Home Bureau of the Chamber of Commerce, Spokane, Wash., aided by prominent Spokane housewives, conceived and staged the most profitable advertising and educational show of the season in the way of a "Labor-Saving Device Exhibit." Probably the reason their interest was so forcibly directed to the saving of labor at this time was due to conditions. Bridget already had a job at home organizing the Sinn Fein; Gretchen was blockaded in Germany; Hilda could not get across in a transport; and so—to cut down the crop of headaches, backaches, and heartaches among the hard working housewives of Spokane who needed their eyes opened to what invention was doing for their advantage, the enlightened planned to let in the light.

Interested then, primarily, in the housewife; finding that women were not familiar with many of the smaller labor-saving devices for the home; and seeing that merchants did not properly display and demonstrate these articles; that—in short—the public needed educating along this line, the Home Industry Bureau interested local hardware, electrical, and department stores in placing booths and demonstrating their pet stocks and so, the First Labor Saving Show was created March 12th to 14th. It was estimated that fully 3,000 people attended daily, not the curious, but the substantial knowledge-seeking variety, and a splendid advertising campaign was carried on in the papers at the same time. While merchants did not fully realize the tremendous opportunity afforded them, they have asked that the show be repeated next year.

The booths were planned in white that trade-marks worked out in color would show off to better advantage and everything from kitchen to nursery needs were displayed. Electric sweepers, cookers, washing machines, motors, heaters, ranges, dishwashing machines and pressures, cookers, sink devices, and nursery articles were among the inventions displayed.

The bureau observed that women hate machinery

which makes a noise in operation and do not like to have the moving machinery in view.

The show not only acquainted many women with articles that they had never before seen but enabled them to compare various lines. For the merchants, it enabled them to ensemble in specialized arrangement, articles from various departments. The show would bear copying not only by other cities but by individual stores, which could display stock from their own departments.



Hints for Grocery Display Men

THE Dealer Service Bulletin issued twice a month by Armour & Company, Chicago, to grocers and butchers handling Armour products contain many valuable bits of information relative to the methods of increasing sales and profits. Of particular importance is the department devoted to window display of groceries and provisions, and merchants interested in these lines will find the department of more than ordinary usefulness.

Would you rent a store without show windows? A New York merchant, when asked what rent he paid answered: "\$60,000, of which \$50,000 is for window space. I could get the second and third stories of this building I'm in for \$10,000 and as my windows take up nearly all the space on the first floor I am virtually paying \$50,000 for window space—but it's worth it—every cent."

Not all windows are as valuable as this, of course, says an Armour Dealer Service Bulletin, but it only shows how highly a big, successful merchant values his windows. A little time and thought spent on your windows will pull in many dollars' worth of additional business.

"Immediately on the arrival of seasonable merchandise, put it on display in your windows as well as in the store. People are always interested in new things. That is why they seek the larger stores.

"If you have 'Specials' or new products with which your customers are unfamiliar, put them in the windows with a sign telling about them, and quote prices.

"It is not a difficult matter to decorate windows with food products, but there is one thing to remember—the best display is one that appeals to the appetite. Simplicity and neatness are two of the strongest factors in good windows. Make yours the best trimmed windows in your neighborhood. The windows are an index to the store.

"Attractively decorated windows show you are alert to please your customers, and indicate progressiveness in the whole establishment."

In conclusion the Bulletin gives many valuable suggestions for practical window displays.

Temporary Backgrounds for Show Windows

THE background suggestion shown below is the work of H. H. Riegel, display manager for Wolff & Marx Company, San Antonio, Texas, and, while passing it along to the men engaged in display work, we also publish here a few suggestions by Mr. Riegel, submitted with the background sketch:

"Let us consider the real benefit of the temporary window background. What is its real value?"

"Often has it been said that the background is the sole foundation of window display, and, while this statement may or may not be absolutely correct, it can not be denied that it has proven extremely successful—and on all sorts of occasions. It is no doubt true that many merchants seem to regard the temporary background as of minor importance. They evidence great enthusiasm in discussing the results which are to be had through its use, but, when they are called on to spend a small amount of money for the installation of one, their enthusiasm suddenly becomes seriously dampened. Too many merchants feel that the permanent backgrounds are sufficient.

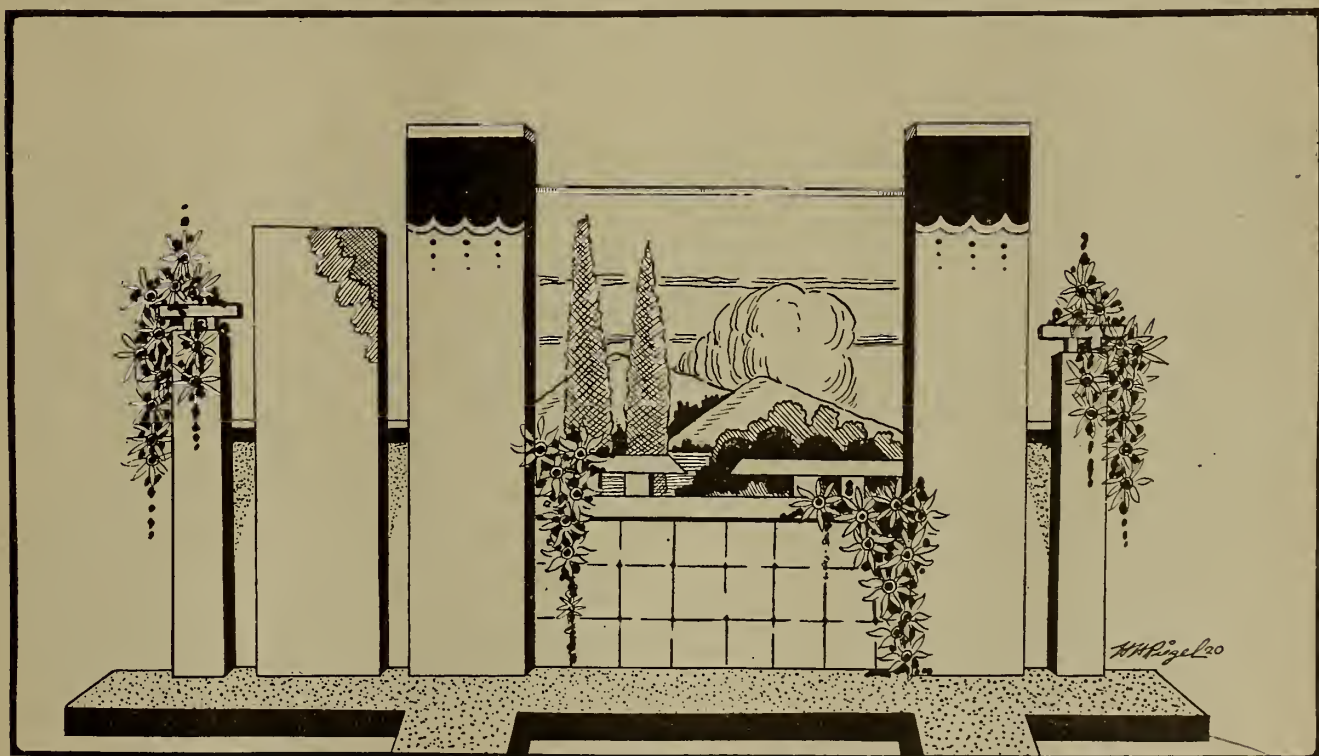
"This might be so if our customers were content with what he had and what he saw, but he isn't—he wants and seeks changes. No sensible person would doubt that merchandise, carefully arranged amongst favorable and attractive surroundings, will sell more readily than will the same materials displayed in surroundings of little or no character.

"There is no reason why any merchant should fail to take advantage of the changing of backgrounds. It entails little expense, and plays an important part as a connecting link of artistic decoration.

"Display men building their own backgrounds should carefully arrange plans before starting the actual work of construction. He should figure the cost and time to be consumed and should determine the easiest method of construction and the best material from which to build. Choose the colors and shade suitable for the season and the merchandise. Be careful in the selection of flowers and foliage, so that they will harmonize with the color scheme, and see that the various proportions of the setting are exact.

"In case columns are to be used, make sure that they are not too tall for the balance of the setting, and give the same attention to the boxes and platforms. When finishing a setting with molding, avoid the extra heavy material, for fear of affecting the balance of setting. No matter how beautiful the setting and its color scheme, the effect will be lost if not correct in proportion.

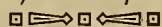
"The use of temporary backgrounds should not be confined to two or three occasions during the year—they should be used between seasons, and often. Shoppers grow tired of seeing the same old backgrounds."



BACKGROUND SUGGESTION BY H. H. RIEGEL, WOLFF & MARX COMPANY, SAN ANTONIO, TEXAS.

Successful Men's Wear Departments

New Men's Wear department of Rike-Kumler Company, Dayton, Ohio, one of most completely stocked and beautifully equipped in Ohio—Service and quality goods make store one of great popular favor—Window displays of beauty means of desirable and profitable publicity.



WHEN the Rike-Kumler Company changed the location of the men's clothing department from the fourth floor of their big building at Dayton, Ohio, to the main floor of the adjoining structure they accomplished a most desirable step in service for which the concern has long been known. Not only are the advantages thus afforded appreciated by men and young men, but the feminine shopping element of Dayton, who are frequently interested buyers in the men's and boys' sections, are also greatly inconvenienced by the change. Formerly customers were compelled to ride to the fourth floor to purchase suits, overcoats, hats and other essentials of masculine attire—today they walk through a large, commodious entrance into one of the largest and most attractively designed clothing departments in Ohio.

The new department was opened November 19th of last year and supplanted a grocery department. The size of the new clothing section is 65 by 120 feet, not including the space devoted to the alteration department or the show windows.

On entering the store one is confronted with the large spacious center aisle, which runs back the en-

tire length of the store. At the left, near entrance, is the department devoted to men's hats, and is beautifully equipped with wall cases and glass enclosed showcases and tables. The cases are equipped with doors, which slide back on a track to either side of the individual case. Directly opposite from the hat department is maintained the men's shoe section; this is a thoroughly stocked department, compact, with all shelves within easy access. Three showcases of ample size lend themselves to the background display of shoes and shoe findings. The hat and shoe sections combined occupy one-third of the total main floor space.

The remainder of the first floor is devoted to clothing, which is maintained in most modernly equipped glass cases with swinging doors and racks. The trouser department is located at the extreme rear of this room, where daylight is just as plentiful as in the front of the store, there being many windows around the side walls. Built-in-three-corner-mirrors are plentiful on each side between the wall cases.

Window publicity is adequate, as the display windows extend across the entire floor and are divided in the center by a spacious entrance. Each window is



DISPLAY BY L. F. DITTMAR FOR RIKE-KUMLER COMPANY, DAYTON, OHIO.



ANOTHER DISPLAY BY L. F. DITTMAR FOR RIKE-KUMLER COMPANY, DAYTON, OHIO.

twenty feet long and four feet six inches deep. The backgrounds are paneled with tapestry patterns and circled with beautiful rich mahogany which matches the woodwork of the interior as well as the windows in the main building. All of the window fixtures are in mahogany, and a carpet of mixed gray covers the entire window floor.

One of the sales increasing problems solved is the connecting of the men's furnishing department with the clothing. It was made possible by this move, and to date the change has proven its justification. Now it is only a matter of a few steps and you are from the clothing to the furnishing department. A complete man's outfit, from head to foot can be purchased on the main floor and within ten feet of the entrance to each store. The two buildings are connected by an arch cut through the wall.

A central wrapping desk with ample space for handling all transactions is located in the left center of the room. The alteration department is in the rear of the section, being separated by a brick wall. This was formerly the shipping room for the grocery department. Its size enables the workmen to handle rushes with ease, as there is room for goods in working, incoming and finished. Each day's finished garments are hung in separate compartments. The location of the alteration room is very handy and saves time.

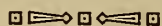
There are six commodious dressing rooms. The new Dayton Theater adjoins the Rike-Kumler men's store, and with its large illuminated electric sign, has a great drawing power for people to pass the new men's wear store windows after hours.

Realizing that the show windows of the new men's store would determine to a great degree the success of the department, the Rike-Kumler Company scoured the ranks of the display profession for the best available man to direct the display department. The result of the thorough investigation of available artists brought L. F. Dittmar to the Rike-Kumler Company, and the wisdom of the selection manifested itself through displays of such attractiveness and beauty that the show windows of Dayton's new men's store immediately became topics of general comment. Mr. Dittmar has had long and valuable experience in the profession and is recognized as an artist of exceptional talent. His creative ability and skill in handling difficult display problems while directing the display department of Browning King & Company, Cincinnati, and later, as display manager for the National Cash Register Company, stamped him an artist of the first rank, and in the display profession he is a man of national importance. Mr. Dittmar is first vice-president of the International Association of Display Men, and extremely active in Association affairs.



Frankenthal Drape Creations

Series of drapes arranged by Herman Frankenthal for B. Altman & Company during New York's Art Week—Pronounced best ever fashioned by the great artist—Mr. Frankenthal to have place on I.A.D.M. program at Detroit meeting



THE windows of the B. Altman & Company store, 34th Street and Fifth Avenue, New York, awarded one of the highest ratings during "Art Week," observed by the Fifth Avenue Merchants Association during the week following Easter are still topics of discussion, and it is generally conceded that even the inimitable Frankenthal himself had never placed a more beautiful series of displays. Of chief interest in the Altman series were the drape creations, fashioned from luxurious brocaded silks, Georgettes and other popular materials for Summer wear, four of which number are illustrated here.

Drape Number 1, one of the sensations of the series was made of tinsel brocaded silk, the material retailing at \$35.00 the yard. The foundation was of black with a Japanese gold design, with trimmings of gold lace. On special request from the director of the Museum of Art, Mr. Frankenthal draped this model before an overflowing attendance at the Art Institute on the night of April 25.

The second illustration presented herewith shows another gown which met with sensational approval. It was made without cutting the material which was of tinsel pompadour silk selling at \$35.00 a yard.



DRAPE NUMBER 1.



DRAPE NUMBER 2.



DRAPE NUMBER 3.



DRAPE NUMBER 4.

Because of the pompadour effect this gown was draped in Colonial style. The skirt and waist were made of gold lace. This creation, Mr. Frankenthal also presented before the attendants at the program of the Museum of Art.

Drape Number 3 was of navy blue and white foulard, and, like the others met with instant approval. The fourth illustration presents a creation of black lace flouncing, and an interesting feature of the gown was found in a beautiful piece of brocaded velvet ribbon. This gown was presented in connection with one of Altman's opening ribbon windows.

These drapes were placed midst most exquisite settings in which the work of J. Ireland, assistant to

Herman Frankenthal was of unusual beauty and perfection, in keeping with the excellent Ireland standard.

Display men attending the 23rd Annual Convention of the International Association of Display Men, to be held at Detroit, July 12, 13 14 and 15 will be offered a rare educational feature through an actual demonstration by Mr. Frankenthal, recognized generally as the originator of form draping and the designer of many drapes and drape fixtures. That the men present will gain through Mr. Frankenthal's decision to take a place on the program is granted, and considerable additional interest will be manifested in the collection of photographs and sketches which he has kindly consented to exhibit.



How to Make Show Cards

Practical instructions covering the fundamental principles of the department store card writer's work with suggestions from experienced show card men as to the best methods and tools to use.



Conducted by G. Wallace Hess

This department is a regular feature of Merchants Record and Show Window. All of our readers are invited to submit as many questions as they like. Inquiries received prior to the twentieth of each month will be answered in the following issue.

WITH the advent of the summer months, clearing and preinventory sales begin in full swing. In every store where there is a card-writer capable of doing showcard work, there should be a small outfit for sign painting, comprising at least a tube each of lampblack or dropblack, a bright red, chrome yellow medium, ultramarine blue, flake white ground in japan (not oil), one-half dozen assorted (they are not expensive) camel's hair letterers in quills, a half-pint can japan gold size, same of turpentine, a small palette knife, a paper of gold and aluminum bronze.

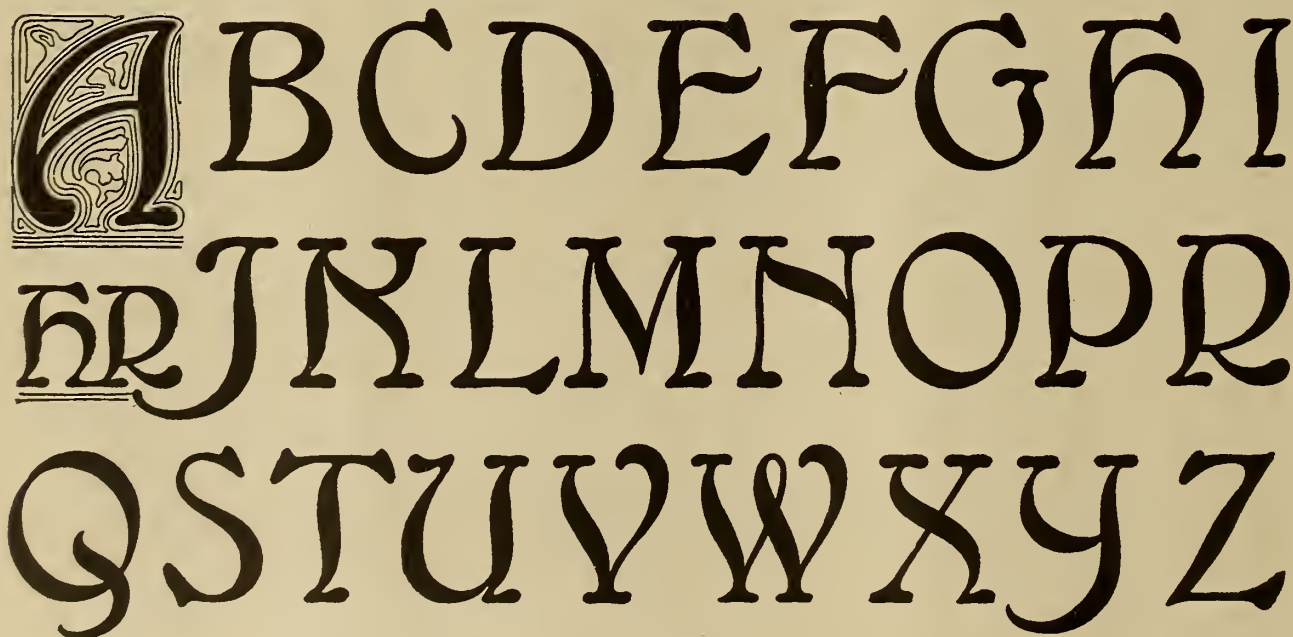
With such an equipment muslin or paper streamers can easily be made, and it is a wise cardwriter who starts in to make such signs early in his career. White bond paper streamers lettered with japan colors won't buckle and crinkle up as when lettered with water

colors—besides such letters, if of a heavy face type, like block or Egyptian, airbrush beautifully.

Even in what may be called a classy store, there are times when a small paper streamer, neatly lettered and announcing some special feature will "pull." It doesn't need to yell "murder," "great slaughter," "let me into the killing"—just a plainly lettered strip, preferably black or red on white.

If one can stand the fumes of turpentine (I cannot) I believe he will find sign painting interesting. A showcard writer can learn sign painting (and become a good one, too), but a sign painter can never become a bang-up card writer.

As frequently stated before in these columns it is possible to get a good gold ink now, yet you can with a little gold lettering bronze mixed in japan gold size, thinned with a dash of turpentine, get a nobby



A B C D E F G H
I K L M N O P Q R
J S T U V W X Y Z

effect on torchon mat board. The rays of light striking the gold in the indentations of the pebbled surface cause a far more striking effect than if lettered on a smooth board. You must try these things to find out the contrasts.

Hints in Brush Lettering

Use the camel's hair quill letterers. Get aluminum and gold lettering bronze and mix up a little and see how much more of an accurate letter you can produce with camel's hair brushes and medium referred to than you can with sables and water colors. *Remember though*, no turpentine rag goes in a corner, the waste paper, or basement because of the danger of spontaneous combustion.

Take a number six camel hair quill, stock around three-fourths inch long and see how near a pen letter

you can get with it in japan colors or the gold. Brushes must be washed out in turpentine, then filled with lard oil or vaseline and put in a covered box laying them flat on a piece of glass or tin. To use again reverse the process.

Any of the firms advertising lettering materials in these columns are competent to advise you on the small outfit referred to. However, avoid getting brushes with too long hair. Don't try to use so-called sable brushes in oil or japan on paper or cardboard.

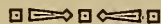
Requests come to me by mail wanting to know if I give lessons by mail, etc. I have nothing to sell except when my ad appears in these columns. I'm not boosting anything for myself or anybody else. Items of general interest will be answered by mail or in these columns if inquiry is made of the editor (not me) at the office of publication.

A B C D E F G H I J K L M
a b c d e f g h i j k l m
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ALPHABET BY OTTO LANGHANGE, CHICAGO, ILLINOIS.

Show Card Essentials

Frequently are displays weakened through injection of poorly made show cards—Artistic, forceful cards enhance value of display—Some valuable hints relative to color application and its effects in breaking the monotony of window displays.



By E. W. Calvin

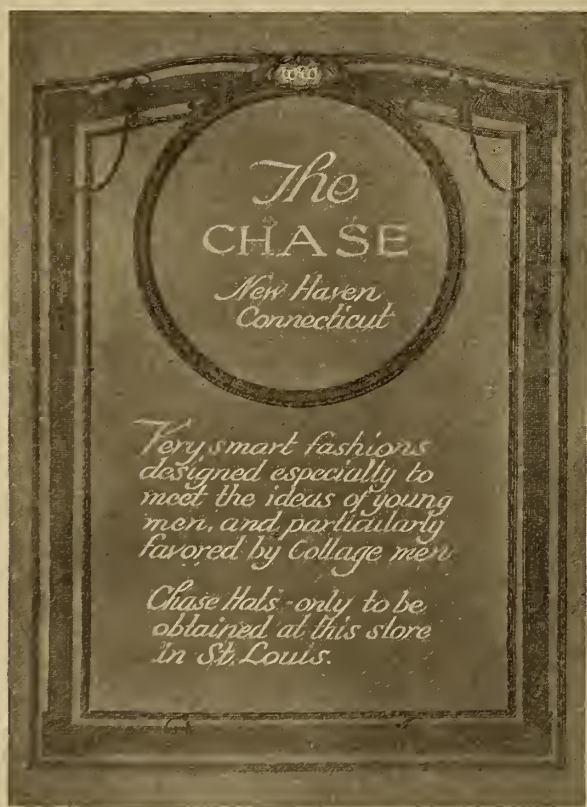
MOST windows are well planned, much care is taken with the setting; in fact, every detail is worked out to make the setting complete. Then so many trimmers put the jinx on it by running to the office and slapping out the cards. If as much care were taken with the show cards as with the windows we would have better looking store fronts, but the great trouble lies right in this little fact. If a man is holding down the

displays—Don't overlook this important factor—plan your cards the same as you plan your windows.

If it is department store work a good plan is to adopt a certain color card, certain size and certain style of lettering, lay-out, etc., and use this, say for one month. Then when you switch, *change your entire set* and start with a new card. Take all your old ones out and don't have about five or six different styles in your show windows at one time—have the whole front to harmonize. This plan is good for department stores where changes are made more frequently than in men's stores.

Now when you plan your cards for the coming month don't spend half a day on the first one and then knock out the others in about five minutes—try to set a pace and hold it, so your cards will look uniform. There are times when the spirit moves you and you feel like making a real honest-to-goodness show card—you have the time and you then enjoy seeing how nice you can make it; but the next day you may be busy every minute and you can't take all this time for cards, so naturally you slap them out—and right here is where you kill your window. So I reiterate, set a pace that you can follow.

In planning your cards forget about being a commercial artist—and remember you are writing cards, not drawing pictures. Put all your efforts on your lettering, lay-out and colors to be used. If a man is a good artist he can make more, or just as much, doing but that one thing, and he won't have half the worry. That is a great trouble so many card writers have—they want to draw nice pictures up in one corner or some place else, and when they get through they have wasted all their energy on the drawing and have taken up all the room on the card, so they finish it up by putting a lot of "punk" lettering in what little space they have left. Don't forget that your show card is the means provided for carrying a message; the public can see the



CARD BY E. W. CALVIN, WERNER & WERNER, ST. LOUIS, MO.

position of Display Manager and Card Writer he should not only be one, but both—and it is his duty to see that his cards show as much class as his



ATTRACTIVE SHOW CARD STYLES BY E. W. CALVIN, WERNER & WERNER, ST. LOUIS, MO.

merchandise. What's the use of drawing a picture to illustrate it? I don't mean that I am not in favor of some kind of a decorative feature, but your design, whatever it may be, must always be secondary—it should enrich the general lay-out of the card and not confuse and make the message hard to read.

If your card is a dark color your lettering must be in a real light shade and your decorations, shading, etc., just a trifle lighter or darker than your card—never brighter than your lettering. For instance, if you are using a dark green card have the lettering in white or a real pale green or some color to harmonize; then make your border or shading, underlining, etc., just a shade lighter or darker than the color of your card. If it is a white card or some pale shade, letter in a dark color and decorate in a real pale color to harmonize with the lettering—never use a positive color for decorative work on a light card unless it is a plain black and white card, or you carry the same color scheme throughout, using the same border as your lettering.

For men's wear, liberty can be taken with colors as there are not so many bright colors in men's ap-

parel as there are in women's wear; therefore you can break the monotony of your windows by using a little change of color, but don't use too many colors—and here is where you must be sure to have all the cards alike and to make your change all-round when you start, because if you don't you will lose the beauty and individuality of your card by confusing it with others of a different set.

Now, just how to letter, what alphabets to use and materials and everything that goes with the make-up of cards, is told you in a much better way by G. Wallace Hess than I could ever tell you, and if you will read his articles which appear every month I am confident you will be greatly benefited—and not only that, George is a regular fellow and gives it to you right from the shoulder.

I shall try to give you some more dope in a later issue, but don't forget to give a little more time to the looks of your cards, and don't use all shapes and sizes at one time—try to make each set of cards a little better than the previous ones, and you will be surprised at the general appearance of your entire store front.



MERCHANTS RECORD and SHOW WINDOW

*An Illustrated Monthly Journal for Merchants,
Display Managers and Advertising Men*

COMBINING

"Harmon's Journal of Window Dressing" - - Established 1893
"The Show Window" - - - - - Established 1897
"The Window Trimmer and Retail Merchants
Advertiser" - - - - - Established 1903
"Merchant and Decorator" - - - - - Established 1905

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OFFICIAL ORGAN

International Association of Display Men
Kansas Association of Display Men

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**Contributors of photographs should obtain duplicate prints if desired for their own use, as photographs entered in contest cannot be returned.

**When ordering change of address, subscribers should give both OLD AND NEW ADDRESSES to insure proper recording on our mailing list.

**Copy for advertisements should be in the publisher's hands not later than 20th of preceding month to insure position in current number.

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June, 1920

In the Interest of the Merchant

A MEETING of vital importance in the retail merchandising world, and of more than ordinary interest when considered from the civic point will be held in Detroit during the days of July 12, 13, 14 and 15. This meeting will mark the twenty-third annual convention of the International Association of Display Men, a business organization of unusual power in the great field of merchandising, and one having mighty influence on civic events and community life.

This association perfected more than two decades ago, has as its object the development of a sales medium of tremendous value through the greater efficiency of the display man. Hence the annual meetings of the International Association of Display Men are first of all, educational in character. Perhaps no other body, meeting in convention

presents a program of more instructive worth than does the association of display men, and it is because of this fact that that sales force—the show window—has so greatly developed and increased in efficiency and power.

Every progressive merchant in this county should be represented at this convention in Detroit, and the presence of the display manager at this meeting will testify to the business vision of his employer. Since the purpose of the convention is to benefit the display man by presenting ideas and suggestions for more powerful compelling displays, it is readily seen that the benefits derived by the display man have been offered for the purpose of aiding that display man in the creation and installation of sales producing displays. Hence, the benefits of the I. A. D. M. meeting are presented in the interest of the merchant. The greatest selling force of the modern merchandising institution is artistic, compelling window displays, and the initiative, brains and energy directing these incomparable selling agencies is the display manager.

Mr. Merchant, the twenty-third annual convention of the I. A. D. M. will present many benefits and it is your duty to participate in the advantages offered by sending your display man to the meeting. The educational program—excepting competitive demonstrations—is printed elsewhere in this number. It will be to your advantage to read it.



About Price Cutting

SPeAKING of the present retail conditions and general outlook as affecting the staple necessities in dry goods, John V. Farwell, Chicago, head of the great institution bearing his name, says that the vital question of the day is "how is the retail merchant going to do a safe business and help credit conditions by cutting the prices on his goods now?" Answering his question, Mr. Farwell states it can't be done because the goods cannot be replaced, and in such circumstances it is economically unsound to make general price reductions.

Referring to the recent price-cutting wave Mr. Farwell asserts, that in his opinion the great slashing of prices was started as an advertisement feature, and says, "The Chicago merchants of the better class are not doing this. What they should do, and are doing, is to hold seasonable clearance sales, getting stuff out of the way that moves slowly at this time of the year, odd lots, changes in styles, etc.

"It is better for a merchant to cut 50 per cent on certain kinds of goods to get them out of the way and permit him to restock with the things that are in demand."

Our Monthly Contest

MERCHANTS RECORD AND SHOW WINDOW awards a beautifully engrossed Diploma of Award each month for the best photographs submitted. Any display man is eligible to enter photographs in this competition. Awards for 1920 have been made as follows:

Ellsworth H. Bates, Bloomington, Ill.
W. C. Grams, Denver, Colorado
F. B. Waldo, Boston, Mass.
J. H. Roy, Quebec, Canada
William H. Richardson, Sidney, Australia

Note: It should be understood that prize winning pictures are not published the same month in which the prize is awarded. This would be impracticable, owing to the fact that the displays would seldom be seasonable. For example, the prize winning photograph for December would probably be of some holiday display, as practically all of the photographs received during December are of that class. The winner would be announced in the January issue. This would be too late to print a holiday display, as the ideas contained in it could not be made use of for nearly a year. We therefore hold prize winning pictures until they are seasonable.



New Book of Ornament and Design

"THE Display Manager's Handbook of Decoration" is the title of a new book by L. S. Janes, nationally known display artist. It is the first book of period styles to be created expressly for display men, and is published by Merchants Record Company, publishers of MERCHANTS RECORD AND SHOW WINDOW.

The new book, devoted to the Egyptian style of decoration, consists of a hand made color chart showing thirty beautiful tones in oil, metal leaf and glazed effects with complete directions for producing them. This color chart in itself is extremely valuable to every display man. Then there are fifteen plates of more than 200 designs drawn to scale, all reproductions of the beautiful style of ancient Egypt. A number of the designs have been altered to conform with present day needs, and all are handsomely decorated and keyed with a color chart.

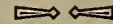
A condensed history of the arts and crafts of Egypt, covering very satisfactorily those things pertinent to the display man's work is authentically and interestingly treated. The book is in portfolio form, printed on one side only on heavy enameled stock.

A limited edition of this new book will be available in about two weeks, and it is urged that display men desiring a copy send their orders at once, accompanying such orders with check, money order or currency to the amount of \$5.00. Address, Book Department, Merchants Record Company, 5707 W. Lake St., Chicago.

Banks Can't See Cut in H. C. L.

ASSERTING that while "store sales" and a tendency to lower prices bear witness to the presence of "disturbing factors," which suggest the advent of wide alteration in price levels, the Federal Reserve Board says it cannot accept the situation for its face value, as there has been only a slight increase in production and no greater disposition of the public to economize and invest.

"Wages apparently have fallen behind the advance in prices and the low efficiency or small output of labor is prevalent, and the difficulty of getting skilled labor in some of the more highly developed lines is very considerable."



Our Service Department

WITH the view of assisting our readers we will be pleased to furnish information as to fixtures, decorations and all kinds of store equipment.

The following list of subjects is printed as a help in asking for information. Check the subjects in which you are interested and send us the form. We will see that you receive catalogs and all available data.

Service Department,

Merchants Record Co.:

Please send us any information you may have covering the subjects checked on the following list:

Store fronts.....	Metal Display Fixtures....
Outside Show Cases.....	Wax Figures.....
Show Cases	Papier Mache Forms
Clothing Cabinets.....	Electric Signs.....
Elevators	Store Lighting.....
Store Seating.....	Window Lighting.....
Lace Racks.....	Show Case Lighting.....
Rug Racks	Color Matching Lamps....
Curtain Racks.....	Papier Mache Decorations.
Backgrounds, Ornamental..	Artificial Flowers.....
Backgrounds, Hardwood..	Card Writer's Supplies....
Cash Carriers	Valances
Cash Registers.....	Soda Fountains.....
Delivery Wagons.....	Store Ladders.....
Delivery Trucks	Air Brushes.....
Metal Furniture.....	Wax Figure Repairs.....
Shelving	Floors for Show Windows.
Wood Display Fixtures....	

Write in names of subjects not listed.....

We expect to build (.....) Remodel (.....)

Date

Name

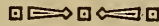
Address

Dimensions of Store.....

Cut out and mail to Service Department, Merchants Record Co., 5707 W. Lake St., Chicago.

Notes from New York

Breaking the high price levels—Displays play important role in big price reduction events—Mr. Bear gives ideas relative to exchanges and credits—Gimbel's great display of dresses—"Old Customers Sale" at Namm's—Bedell to have new store—Display features for month



By F. F. Purdy.

ON Monday, April 3, John Wanamaker started a sale in the New York and Philadelphia stores that holds the sales record of his organization, and probably of all department store merchandising. All the stock in the store except proportionately few articles bought with agreement on resale prices was subject to a discount of 20 per cent, made from the price ticket in presence of the customer. The whole thing was so simple and generally comprehensive that the whole Metropolitan district was agog with discussion of the affair. The business of the Saturday of the first week threw sales of any day, even of the Christmas season, far into the shade. The Wanamaker statement that everything was included, at regular prices, without change, at 20 per cent discount, was taken at face value, and the public response was tremendous. The affair gathered volume the second week in some departments, where there was no effort to withdraw from stock the goods sold, on the day they were sold. They simply had to remain in place, with the red "sold" tags on, to be taken out at close of day, when many helpers worked late in their removal.

In certain parts of the store the merchandise sold the day before was grouped together in a vast pile, according to department, to go to delivery rooms the third day. The delivery department was swamped, and will not get out from under for several weeks. Buyers from out-of-town in considerable number visited the various sections in which merchandise of their affiliation was sold, and were welcome and free to observe and ask for information. The first day of the affair Mr. Wanamaker gave a newspaper interview, which was a "first page feature," giving his anticipation of the sale being a beginning of the breaking of the high price levels, which he stated was his sincere hope. Big advertising naturally accompanied the event.

The foregoing could not be overlooked by other merchants, who reiterated statements of their position on low prices. There were special sales of various merchandise, some at prices occasionally that might have been below the net Wanamaker rates. Conspicuous among them was a Macy sale of men's clothing at \$29.50 per suit, which resulted in a practical mobbing of the place. The beauty of the Wan-



SUMMER FURNITURE DISPLAY BY J. H. ROY FOR THE PAQUET COMPANY, QUEBEC, CANADA.



DISPLAY OF SPORTS TOGS BY J. H. RICHTER FOR YOUNKER BROS., DES MOINES, IOWA.

amaker event, however, was that it affected the whole store, that the customer could make his own deduction of 20 per cent., and that as all merchandise was included, it appealed to everybody. Even goods upon which the workroom labor had to be added and paid for bore the same 20 per cent reduction. Surely PRICE last month had the center of the stage, as "Art Week" and display were the predominant features the month before.

Doubtless as an aid to sales of home furnishings, Display Manager Bird of Wanamaker's had in a clever window in the big Broadway and Ninth street corner. It showed "The wedding breakfast," where within a natty little cottage surrounded by flowers around the window bottoms, with all the accessories of a very chic suburban home, the "happy couple" could be seen through the wide and cheery windows eating their breakfast. Every detail was perfected, including the street number over the door of the cottage.

To go back to the Macy men's clothing event. Mr. Malet had the whole six Broadway windows devoted to this, each window in a separate color scheme or predominating color, one gray, another blue, a third brown, etc. During the price furore of the month Macy's had competed strongly in the windows, and it took Mr. Malet but two hours, if necessary, to put in a whole stretch and vividly show the stocks the management decided from time to time to emphasize. Among the specially priced merchandise featured were dress goods, corsets, women's silk ribbed underwear, etc., according to the competition needing attention, and this organization put out some attractive values in the present market. Mr. Malet has 18 men

on his staff, which under his systematic plans and deft touch brings out, inside and out, some surprisingly fine and promptly executed results. The last of May and early June brought out some very elaborate displays of sporting goods and wearables, camping outfits, etc.

At McCreery's display manager Beyer had three windows of the eastern half devoted to a beautiful bridal exhibit, using the caen stone backgrounds with good effect. The entire color scheme was silver and white, and some of the special fixtures made on the spot, pillars, bench, etc., were all in silver. Center window: wide arch in center of caen stone background, observers looking through it to an outdoor scene. In middle of arch, white marble birdbath, with 18 small white birds perched thereon. Oval panel at each side, with silver medallion in center, silver tassel falling therefrom. Four silver pillars were in foreground and on top of the two end ones rests a flower girl's basket full of flowers. Bridesmaids bouquets surmount the two center pillars and a bed of white roses and moss at bottom of each pillar. Silver roping swinging from pillar to pillar. The four pillars complete a sort of semi-circle, with excellent effect, in center of which is a silver dragon bench, on which is the central feature, the bride, in her beautiful bridal gown, just sitting a moment taking the air in the garden before the ceremony, while to the right is her bouquet. In each adjoining window there are two tall alcoves in the caen stone background, covered with asparagus fern, directly in front standing a candelabra with white candles. On the floor a runner of silver metal cloth runs the whole length of the window. In center is a silver vase with large silver flowers

and foliage. The merchandise of one window is white satin and Georgette underwear, while hanging from top is an urn filled with asparagus fern and orange blossoms. The layout in the other window consists of some handsome negligé. Following up this beautiful display, which was in the week of May 17, was a succession of suggestions for gifts for the June bride, like fine exhibits of linens, silver, glassware, fine home furnishings, etc., working out into the fore part of June with sport suits and sporting goods of various kinds.

Mr. Munn's Attractive Displays

The latter part of May, Mr. Munn at Franklin, Simon & Co.'s put up a five panel background in one of his large windows covered with a golden brocade fabric with design motif of baskets of fruit. The center panel was hung with a picture by Jan VanHuysum, the noted Dutch flower painter, a gorgeous setting of fruits and flowers in striking and florid colors. Near by was placed a huge bunch of flowers in striking similarity in shapes and colors to those in the picture, which was featured the same month in half page space by the way, in a New York daily, together with an appreciation of the painter's work. In the same window was a floor lamp with shade ornamented in complete harmony. The merchandise shown consisted of dresses and accessories in various tones of red, which was the prevailing hue of the setting.

In connection with the price furore here, Mr. Bear, the Hearn display manager has been specially busy. Various merchandise was specially shown and priced, like dress goods, silks, men's clothing, shirts, shoes, etc. Mr. Bear is close to the merchandising of the house, working in conjunction with the merchandising and shopping. The Hearn shoppers, as may be imagined, were very busy, especially as Hearn is a house noted for low prices. It is noted of Hearn's that up to \$5 it is an even break between them and the closest pricers up-town. Above that, comparisons, it is stated on good authority, are in Hearn's favor, like \$18 for a \$21 uptown shirtwaist, etc. Aside from the general principle, the Hearn management prefers to have higher cost goods priced low, as well as staples, for their policy is to "keep the good trade downtown." During the 20 per cent Wanamaker sale, Hearn was offering shirts at \$1.74 and shoes at \$6.85, two items at less than actual cost, with others at lowest-in-city prices and carrying a fair margin of profit at that.

The Hearn force is working on the 25 per cent increase in wages given them last Christmas and a monthly profit-sharing bonus in addition. Once a month the store executives, styled The Store Improvement Association, gather at dinner and discuss matters of interest. Regarding "Exchanges and Credits," Mr. Bear at one meeting gave his ideas along



DISPLAY OF UNDERGARMENTS BY T. GUY DUEY FOR WURZBURG'S D. G. CO., GRAND RAPIDS, MICHIGAN.

this line: "I am not familiar with the number of exchanges and credits, but I feel that the percentage as compared to the large number of sales is not alarming. In my judgment it is an asset for any house to preach the fact that it will cheerfully refund for or exchange merchandise that does not fully meet the approval of customers. I believe that by proper handling, half the credits would be eliminated and many of the exchanges would be even and returned to department of original purchase, with establishment of an exchange office with expert staff in charge to whom salespeople are instructed to courteously refer all complaints and credits, that office be given carte blanche, with positive instructions to satisfy the customer." Mr. Bear is one of the display managers who takes pleasure in considering the problems of merchandising as well as of display.

On May 17 Gimbel's came out with a display that was the largest this house ever devoted to any lines of merchandise—this in connection with staging a big sale of women's dresses (\$35 upstairs, \$15.95 downstairs) and of men's suits of clothing (\$28.75 upstairs, \$22.50 downstairs). Nine windows were devoted to the women's dresses upstairs and three in the subway department; four to men's clothing upstairs and two in the basement. This is a whole lot

of space, but it brought a tremendous crowd to the two departments. Thus the "price contests" going on here are keeping the display managers busy. Mr. Hopkins, the Gimbel display manager, speaking of being busy—is now in charge of the painters and carpenters, and is now superintending the decoration and painting of the entire interior of the building.

Mr. Rooney, the new display manager for Abraham & Straus, Brooklyn, is continuing the good work of his predecessor, Mr. Katz. He has appointed as his assistant James A. Gelston, who returned in April to his former field after about two years' absence in another line. Until 1917 he was with Mr. Katz with A. & S. for seven years, and was previously with Mr. Waldron at Loeser's.

Namm's in Brooklyn, have been running an "Old Customer's Sale," a title not at all exciting, but which on reflection looks good. No doubt every woman who ever bought anything at Namm's felt a bit of personal relation to the ads. Extra values were offered in all departments, with good results. A recent Namm millinery window attracted wide attention. The center was a big black and white hat box, six feet in diameter, with a peacock with spread tail painted on the cover. A fully attired form, in black and white, was emerging from the box—black and white skirt and



PLATE NO. 1080. DISPLAY BY ROBERT P. CLARK FOR J. BLACH'S, BIRMINGHAM, ALABAMA.

This attractive showing of shepherd check suits specially priced at \$50.00 resulted in big business for the suit department, and in addition created a big demand for the particular style shirts as presented as an accessory to the suits. The shirts were of light orange and

tan checks while the neckwear was all black knit. The card was made of piecegoods cut-out. A deep green designed drapery was used in center background and a flower box filled with artificial flowers lent a richness and beauty to the setting.



DISPLAY BY EDWARD P. BURNS FOR THE ROBERT SIMPSON COMPANY, TORONTO, CANADA.

tricolet blouse, hat, summer furs and shoes to match, the latter having the new Parisian wings spreading from the ankles. It was a stunning window, full of black and white hats, hatstands and white vase. A bridal window the week following showed a bride with gown of silver cloth, trimmed with rose point lace, all pinned and draped, veil bound to head in boudoir cap effect by a band of pearls and orange blossoms—bridesmaids near-by ready to hand the bridal bouquet, and a personal maid ready with a pair of long gloves.

The Bedell management is tearing down the building adjacent to their Brooklyn store, 40 feet front

next to their present 50 feet, which will have additional island windows and altogether will be one of the finest specialty store fronts in the city.

Mr. Dukeit, display manager for the Steinbach store, Asbury Park, is getting ready to stage the celebration of the golden jubilee of the founding of the business of that house, and is making elaborate preparations for the sale.

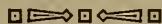
Mr. Hastings, display manager for the Buffalo, N. Y., store of Oppenheim, Collins & Co., was a recent visitor here. He has been putting in new back-grounds and is looking forward to an early enlargement of the store.



DISPLAY BY MR. BARR, DISPLAY MANAGER FOR EASTERN OUTFITTING CO., SEATTLE, WASHINGTON.

Kansas State Convention

*Third Annual Meeting of the Kansas Display Men held
at Salina—Program of rare educational value features
Couvention—Topeka next Convention City.*



PRESENTING a program replete with interesting and instructive features the third annual convention of the Kansas Association of Display Men, held at Salina, Kansas, May 10 and 11, surpassed any previous meeting of this organization. More than one hundred members of the association were present, and merchants of Salina and other Kansas cities participated in the educational event so successfully staged by the countrys only state organization of display men. Seldom is it the good fortune of men gathered in conference to participate in and derive the benefits of such numbers as those offered to the delegates to this meeting.

Actual demonstrations on the various phases of the art of display by display men and artists of great ability and prominence provided a program of ideas and suggestions of inestimable value, and the association and program committee spared

neither time nor money to bring before the men in attendance the best demonstrators available. In addition to the actual demonstrations the program was judiciously punctuated with business talks.

Of secondary importance to the demonstration program features and Manufacturers' Exposition was the nomination and election of officers for the ensuing year. A keen, healthy contest resulted in which J. H. Everetts, John Harlan Clothing Company, Topeka; E. Leo Harris, Rorabaugh Dry Goods Company, Wichita; J. H. DeWitt, the Boston Store, Wichita, and William L. Stensgaard, Salina, were the nominees for the office of president. J. H. De Witt, an artist of national prominence, and who has held high offices in the International Association of Display Men, was unable to attend the Salina meeting but his friends made it known that his time was so completely



DISPLAY MEN AND VISITORS IN ATTENDANCE AT THE 3RD ANNUAL CONVENTION OF THE K. A. D. M.

taken in other business affairs that it was not his wish to enter the contest for president. As a compliment and mark of esteem, however, his name was presented. The pre-election activities were around Mr. Everetts and Mr. Harris, but when the result of the balloting was announced Mr. Everetts was away out in the lead with more votes to his credit than the combined total of those cast for other candidates. William L. Stensgaard, Salina, received the next highest number of votes cast, being slightly in the lead of E. Leo Harris of Wichita, and was declared the choice of the convention for vice-president. In another runaway contest Howard C. Brown of Clay Center, was returned a victor over Paul Schultz and Hugh L. Gordon, of Wichita, for the office of secretary-treasurer. The newly elected officers enthusiastically responded following the election announcements and promised a great development of the K. A. D. M. during the ensuing twelve months.

The newly elected president, Mr. Everetts, gathered unto himself other honors when he captured the Sweepstakes prize and the Grand Prize in the Display Contest held in conjunction with the convention. In addition to capturing the silver loving cup in the Sweepstakes class, Mr. Everetts won silver medals in two classes and was placed second and third respectively in other divisions of the con-

test. The Grand Prize was awarded to the display man securing the greatest number of points in the contest and Mr. Everetts led E. Leo Harris in this event by the narrow margin of five points. Mr. Harris, winner of the Sweepstakes prize and Grand Prize of 1919 was a strong competitor throughout the various divisions this year taking three first prizes and ranking second in the Sweepstakes class. Albert Comstock, assistant to Raymond T. Whitham, display manager for Crosby Bros. Company, Topeka, and past president of the K. A. D. M., was declared by the judges to have entered the best set of show cards in the Sweepstakes in cards. Mr. Comstock was awarded a gold medal significant of his success in this class. Paul Schultz, Danforth Scott, Wichita, provided keen competition as did B. Fennimere of Independence.

The enthusiastic manner in which the Topeka display men assisted in making the third annual convention of the K. A. D. M. the great success, and the known ability of the Topeka club to put affairs over in a big and successful way determined the action of the delegates when the state capital was unanimously chosen as the convention city for 1921.

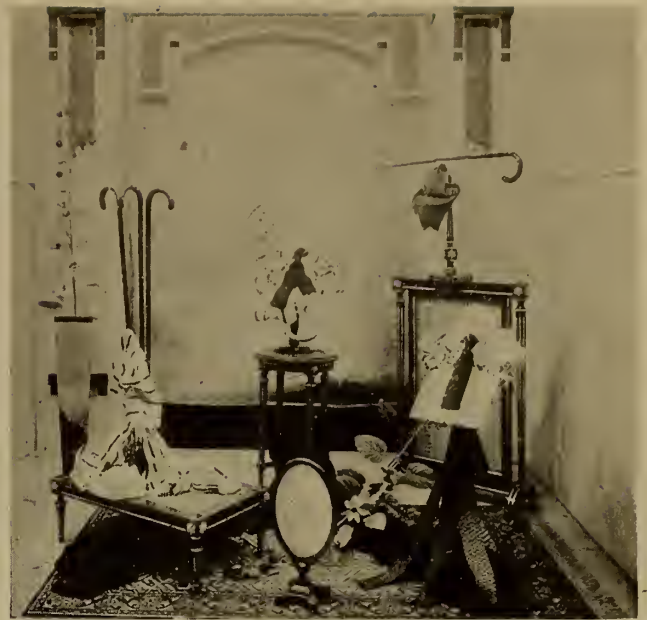
The meeting held at the Elks' Club, was called to order at 10 o'clock, Monday morning, May 10, by A. C. Dannenfeld, display manager for Stevenson's Clothing Company, Salina, and president of the K. A. D. M. Mr. Dannenfeld immediately introduced Charles Brenn, secretary of the Salina Chamber of Commerce who enthusiastically welcomed the visiting



CLASS 1.—1ST PRIZE, E. LEO HARRIS, RORABAUGH DRY GOODS COMPANY, WICHITA, KANSAS.



CLASS 2.—1ST PRIZE, J. H. EVERETTS, TOPEKA, KANSAS.



CLASS 3.—1ST PRIZE, J. H. EVERETTS, TOPEKA, KANSAS.

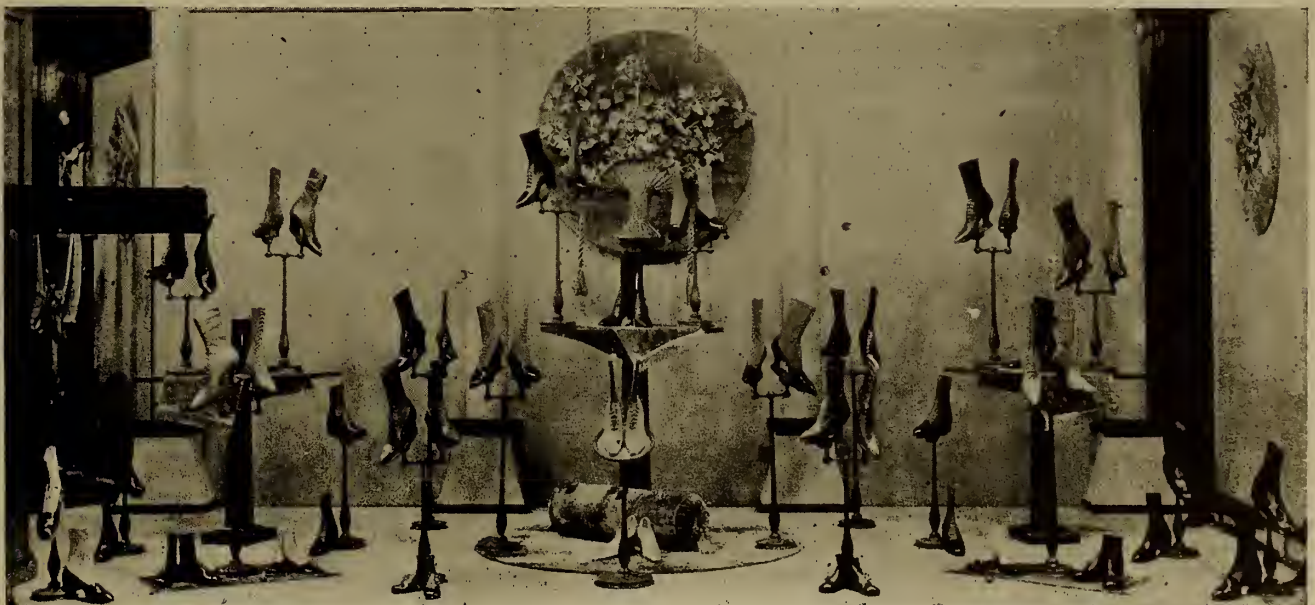
delegates to the city of Salina. The response on behalf of the Kansas Association of Display Men was most appropriately made by Raymond T. Whitnah of Topeka.

(Mr. Whitnah outlined the conception and development of the state association and interestingly recited the accomplishments already achieved and pointed to the great work to be done by means of the state body. Following Mr. Whitnah's able response, J. W. Foley, editor of *MERCHANTS RECORD AND SHOW WINDOW*, official organ of all display associations, spoke of the importance of the display man in the modern store organization. At the close of Mr. Foley's talk, President Dannenfeld spoke briefly relative to general subjects and announced the various committees. The committee on judging of contest photographs comprised J. W. Foley, supervisor of judging; Carl F. Meier, Chicago; Ray Young, Scott-Halliburton, Oklahoma City, Okla., and William Helfrich, Pettee's, Tulsa, Okla., judges. The nominating committee named by President Dannenfeld included Raymond T. Whitnah, Crosby Bros. Company, Topeka; Dan H. Taylor, Taylor Dry Goods

Company, Junction City; Hugh L. Gordon, McVicar, Howard & Millhaub Co., Wichita; R. S. Griffie, Heyward's, Salina, and C. Harvey Rhodes, Chanute. Following the announcement of these committees the first session was adjourned.

The second session was called to order at 1:40 p. m., Monday, with President Dannenfeld in the chair. Evan P. Coffey, president of the Evan P. Coffey Dry Goods & Furniture Company, Salina, was introduced and Mr. Coffey, in an address of much force ably presented the powerful influences of attractive window displays in the success of the modern retail establishment. He stated that "the windows are the most valuable part of the store, and that nothing compare with their seeing value." Mr. Coffey also stated that the display men are just coming into their own and are rapidly advancing themselves, and are entitled to just as much consideration and salary as any sales or department managers in the store organization.

Edward Marcoux, display manager for Bulkley's, Salina, followed Mr. Coffey with an unusually interesting demonstra-



CLASS 4.—1ST PRIZE, E. LEO HARRIS, RORABAUGH DRY GOODS CO., WICHITA, KANSAS.



DRAPE BY RAY YOUNG, OKLAHOMA CITY, OKLA.

tion on the art of draping piece goods over stands. Mr. Marcoux's ability as an artist of more than ordinary merit was clearly evidenced through the success of his demonstration.

An exceptional demonstration resulted from the efforts of J. H. Everetts, display manager for John Harlan Clothing Company, Topeka, who took for his subject "Displaying Men's Underwear." Mr. Everetts' ability is nationally known and the members in attendance obtained many valuable suggestions from his clever demonstration. Immediately following Mr. Everetts' number came Ray Young, display manager for Scott-Halliburton, Oklahoma City, Okla., who, assisted by three of Salina's most beautiful girls provided the gem of the day's program. Though a display artist of the first water, Mr. Young shines particularly in the art of draping and as a demonstrator of draping over live models he has few superiors. At the close of Mr. Young's exceptionally valuable and interesting number, he and his models were accorded a most enthusiastic vote of thanks.

Mr. Young's first drape presented a breakfast gown with a foundation of French blue girdled in at the waist with plaided rope cord. Green chiffon was gracefully placed across back and pinned at the shoulders, and extending to the waist where it was caught up with a big bow. A six-inch satin ribbon, matching chiffon, looped from form on either side. The second number was a French grey and lavender voile drape with hip ripple effect full on the sides and caught up with a girdle of French blue ribbon brought around the front and across the back and then tied in a bow at left waist line.

The third gown was of summer net white flouncing made over a dainty lace petticoat. Two loops of two-yard ribbon was caught at the waist on either side, while a girdle of net flouncing completed the drape. The concluding number of Mr. Young's demonstration was a beautiful afternoon frock of French blue. Four-yard lengths were used one end being caught at the bust forming in diagonal lines around the waist line and dropping over the hips. One end was caught up at the back and shirred around to form to the back producing bustle effect over hips. The bodice of the drape was gold net with shoulder straps to match. A beautiful coral plume completed the drape.

Paul Schultz, display manager for Danforth-Scott, Wichita, was next introduced and offered many valuable suggestions through his clever "Chalk Talk." Mr. Schultz is an artist of much attainment and is equally at home with chalk, pens and brushes as he is in arranging merchandise in the show window. Mr. Schultz had the close attention of the delegates and



DRAPE BY RAY YOUNG, OKLAHOMA CITY, OKLA.

presented many suggestions of value. This instructive feature closed the demonstration program for the first day and adjournment was then made until Tuesday morning.

Tuesday Morning Session

The third session was called to order by President Dannenfeld, who, following a few announcements introduced Professor W. S. Heusner, head of the School System of Salina. Mr. Heusner provided one of the most instructive and enthusiastic addresses of the convention



CLASS 5.—1ST PRIZE, HUGH L. GORDON, McVICAR, HOWARD & MILLHAUBT, WICHITA, KANSAS.

and presented a discussion on the subject of display relative to the window's message as effective on the layman. He referred to the successful display as advertising on the artistic basis, or arguments clothed in beauty. In general the Professor's address concerned itself with the psychology of display and the ethics of advertising. Carl F. Meier, erstwhile display artist of national prominence and one of the most widely and popularly known men in display circles, now Secretary of the Adler-Jones Artificial Flower Company, Chicago, followed Professor Heusner on the program with a most instructive talk and demonstration on the proper arrangement of artificial decorations.

S. W. Ettinger, of the Resca Studios, Salina, held the attention of every member present with an interesting demonstration on Scenic Art. Mr. Ettinger, a skillful artist produced one beautiful completed subject and while progressing with his painting discussed many points pertinent to the use of scenic art in the show window. This was a most valuable demonstration.

President Dannenfeld then announced the report of the Nominating Committee, the details of which have already been noted. Adjournment was then made.

Tuesday Afternoon Session

Tuesday afternoon session opened with President Dannenfeld presiding. The first hour was devoted to open discussion during which time subjects relative to display problems, and matters pertaining to Association business and development provided a most valuable feature. Messrs. Hugh L. Gordon, Raymond T. Whitnah, R. L. Hawkins and R. S. Griffie led the discussions during the period of open meeting. At the conclusion of the time allotted Mr. Whitnah, in behalf of the delegates present and the K. A. D. M. moved a vote of thanks be extended the Salina display men in appreciation for the successful meeting and the hospitality accorded the visiting display men. Mr. Whitnah's motion, seconded, was enthusiastically voted. President Dannenfeld responded in behalf of Salina display men and merchants.

Carl F. Meier, recognized expert on show cards and show card writing led a discussion on show card making, using several examples of show cards made by R. S. Griffie, display manager for Heyward's Salina, Kas. Immediately following this instructive number, O. B. Arntzen, Eureka, Kansas was introduced, and the talk and demonstration by this former great of the display profession provided what was generally conceded to be the real gem of a program comprising a series of unusually brilliant features. Mr. Arntzen though no longer actively engaged in display work has lost none of the skill which once made him a leader in the profession. He took for his subject "The Right and Wrong Way of Handling Men's Wear" and through actual demonstration illustrated the many vital points of his talk. Mr. Arntzen in addition to his great skill in handling men's wear, has unusual abilities as a lecturer and these were evidenced through his remarkably clever address before the delegates. A rousing vote of thanks was extended the inimitable Arntzen on the conclusion of his excellent number.

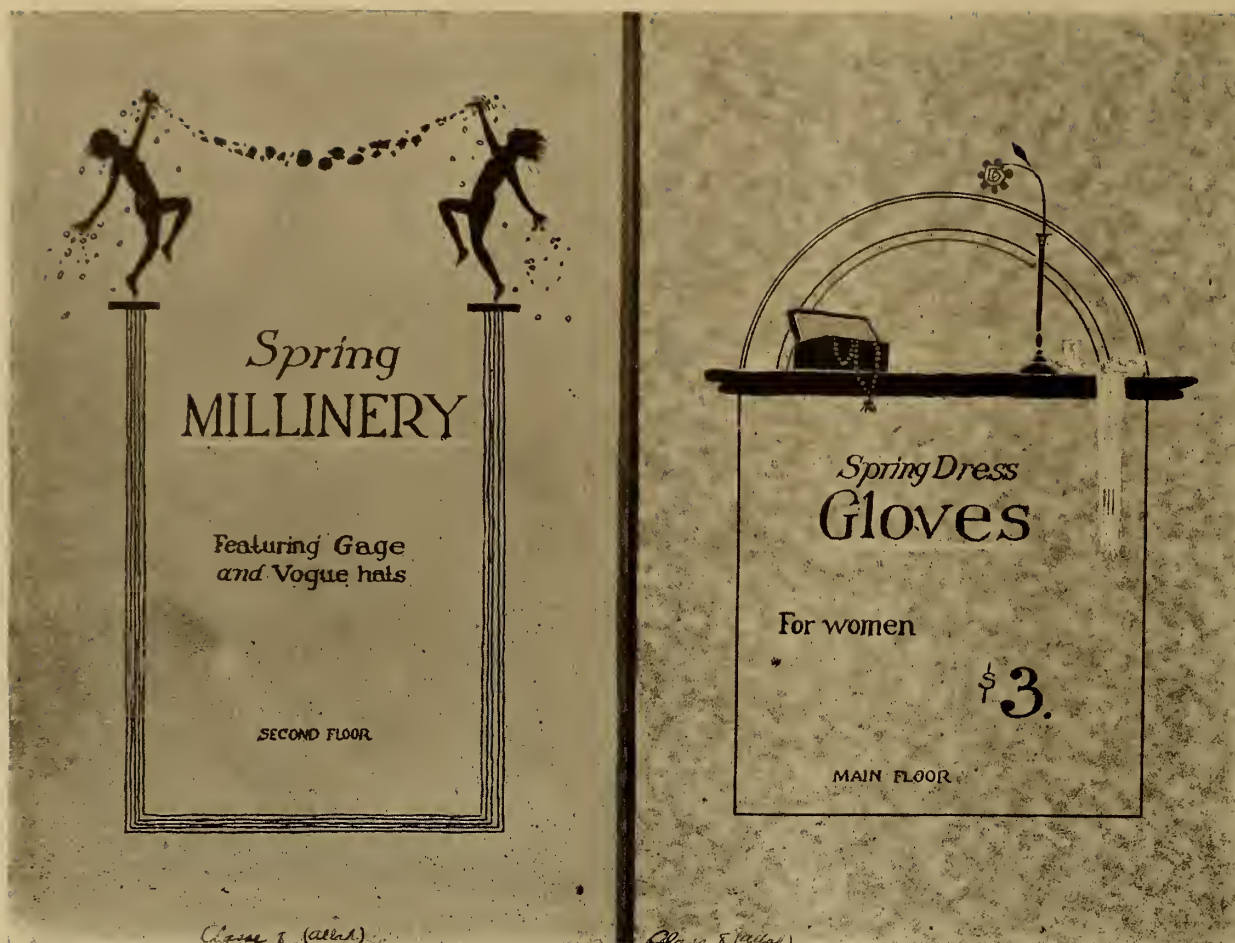
Secretary E. Leo Harris then awarded the prizes to the winners in the Photo Contest. Following is the list of winners.

CLASS 1—Women's Wear, Millinery or Combination—1st Prize, E. Leo Harris, Rorabaugh Dry Goods Co., Wichita; 2nd Prize, B. J. Johnson, Cole Bros., Manhattan; Honorable Mention, William L. Stensgaard, Salina.

CLASS 2—Men's Clothing—1st Prize, J. H. Everetts, J. L. Harlin Clothing Co., Topeka; 2nd Prize, Hugh L. Gordon, McVicar, Howard & Millhaubt Clothing Co., Wichita; Honorable Mention, Wm. Stensgaard, Salina.

CLASS 3—Men's Furnishings—1st Prize, J. H. Everetts, J. L. Harlin Clothing Co., Topeka; 2nd Prize, Hugh L. Gordon, McVicar, Howard & Millhaubt Clothing Co., Wichita; Honorable Mention, G. D. Lovitt, Salina.

CLASS 4—Shoes—1st Prize, E. Leo Harris, Rorabaugh Dry Goods Co., Wichita; 2nd Prize, B. J. Johnson, Cole Bros., Manhattan; Honorable Mention, J. Potski, Lewis Merc. Co., Lyons.



SHOWCARD SWEEPSTAKES—1ST PRIZE, ALBERT COMSTOCK, CROSBY BROS. COMPANY, TOPEKA, KANSAS.

CLASS 5—Underwear, Hosiery or Combination of Same—1st Prize, Hugh L. Gordon, McVicar, Howard & Millhaubt Clothing Co., Wichita; 2nd Prize, T. K. Ebert, Stiefel Bros., Salina; Honorable Mention, J. H. Everetts, J. L. Harlin Clothing Co., Topeka.

CLASS 6—Drape—1st Prize, E. Leo Harris, Rorabaugh Dry Goods Co., Wichita; 2nd Prize, B. J. Johnson, Cole Bros., Manhattan.

CLASS 7—Sweepstakes—1st Prize, J. H. Everetts, J. L. Harlin Clothing Co., Topeka; 2nd Prize, E. Leo Harris, Rorabaugh Dry Goods Co., Wichita.

CLASS 8—Show Card Sweepstakes—1st Prize, Albert Comstock, Crosby Bros., Topeka; 2nd Prize, Paul Schultz, Danforth-Scott, Wichita; Honorable Mention, B. Fennimere, Laderer Clothing Co., Independence.

CLASS 9—Drugs, Hardware, Grocery—1st Prize, Hugh Gordon, McVicar, Howard & Millhaubt Clothing Co., Wichita; 2nd Prize, J. H. Everetts, J. L. Harlin Clothing Co., Topeka; Honorable Mention, H. Rhodes, Owl Drug Co., Chanute, and Wm. Stensgaard, Resca Studios, Salina.

Total Points on Grand Prize

J. H. Everetts, Topeka—15-15-35-10.....	75
E. Leo Harris, Wichita—15-15-25.....	70
Hugh Gordon, Wichita—10-10-15-15.....	50
Albert Comstock, Topeka—35	35
B. J. Johnson, Manhattan—10-10-10.....	30
Paul Schultz, Wichita—25.....	25
T. K. Ebert, Salina—10	10

The question of 1921 Convention city was then taken up with the result as previously stated. Raymond T. Whitnah,

represented the Topeka Chamber of Commerce, and the Topeka Association of Display Men in inviting the Kansas Association of Display Men to Topeka in 1921. The election of officers then took place with the results as previously noted.

As a token of the appreciation on the part of members of the K. A. D. M. for the efforts of the officers during the year just closed, A. C. Dannenfield, and E. Leo Harris, retiring President and Secretary respectively, were presented with beautiful gold pencils. Raymond T. Whitnah represented the Association in a most appropriate speech of presentation. Following several impromptu addresses the 3rd Annual Convention of the Kansas Association of Display Men was adjourned.

Entertainment Features

NOT all of the time was spent in the convention hall as the Salina Association of Display Men had provided for a series of interesting entertainment features consisting of a theatre party at the Strand Theatre, special entertainment features for visiting ladies, an elaborate banquet and musical program at Hotel Lamer and a dancing party at Holmquist Hall. The theatre party was held at the Strand theatre on Monday night and was the compliment of Ben Thatcher, manager. A card party and automobile trip for the ladies were greatly enjoyed on Monday afternoon and evening, and on Tuesday evening a complimentary banquet was

held in the dining hall of the Hotel Lamer. Excellent musical features were enjoyed, G. D. Lovitt, display manager for Haggart-Gawthrop Clothing Company, Salina, providing three vocal numbers of unusual excellence. A five piece orchestra furnished music during the banquet. O. B. Arntzen and Carl



HOWARD C. BROWN, SECRETARY-TREASURER.

F. Meier offered toasts appropriate to the occasion. Following the banquet the guests and Salina display men, their wives, and friends repaired to Holmquist Hall where dancing was enjoyed until after the midnight hour. The dance hall was beautifully decorated under the supervision of William L. Stensgaard, Resca Studios, Salina.

During the course of the meeting telegrams conveying the best wishes for success of the K. A. D. M. were read from L. A. Rogers, treasurer of the International Association of Display Men; E. J. Berg, display manager for Burgess-Nash, Omaha, Nebraska, and ex-president of the I. A. D. M., and H. H. Lease, St. Louis. Carl F. Meier, representing the Associated Display Men of St. Paul read a letter signed by H. E. Bartlett, president of the St. Paul association in which best wishes were expressed and an invitation extended to consider St. Paul as the 1921 convention city of the I. A. D. M.

On vote of the convention *MERCHANTS RECORD AND SHOW WINDOW* was made the official organ of the Kansas Association of Display Men, and its editor, James W. Foley, honored with honorary membership in that association. It was further voted to extend a one-year's honorary membership card to all manufacturers or dealers represented by exhibits at the third annual meeting of the association.



The Manufacturers' Exposition

A MOST successful exposition of manufacturers' and dealers' products for window and store interior displays was held in conjunction with the meeting, the following concerns being represented with exhibits:

Modern Art Studios, Chicago; The Botanical Decorating Co., Chicago; L. Baumann & Co, Chicago; L. A. Kichler Co., Cleveland, O.; Hugh Lyons & Co., Lansing, Mich.; The Bodine-Spanjer Co., Chicago; Lanham-Franklin Store Service Co., Kansas City, Mo.; The Adler-Jones Co., Chicago; Resca Studios, Salina, Kans., and The Hulsizer Co.



CLASS 6—FIRST PRIZE, E. LEO HARRIS, RORABAUGH DRY GOODS CO., WICHITA, KANSAS.

International Association

— of —

Display Men

First Vice-President

L. F. DITTMAR, National Cash Register Co., Dayton, Ohio.

Second Vice President

BERT CULTUS, Rhodes Bros., Tacoma, Wash.

Third Vice President

JAMES R. TREWHELLA, Best & Co., New York City.

Treasurer

L. A. ROGERS, John D. Mabley, Detroit, Mich.

President—E. DUDLEY PIERCE, Sibley, Lindsay & Curr Co., Rochester, N. Y.
Secretary—T. GUY DUEY, Wurzburg's D. G. Co., Grand Rapids, Michigan.

*An Educational
and Business Organization*

Executive Committee

B. W. CHRISTOPHEL, Chairman, Frank & Seder, Pittsburgh, Pa.

Program Committee

CHAS. F. WENDEL, Chairman, J. L. Hudson Co., Detroit, Mich.

Publicity Committee

JAMES W. FOLEY, Chairman, 5707 W. Lake St., Chicago, Ill.

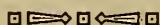
Educational Committee

A. E. HURST, Chairman, 231 W. 39th St., New York City.

Membership Committee

SAMUEL R. WEISS, Chairman, Chicago, Illinois.

Program for I. A. D. M. Convention



CHARLES F. WENDEL, chairman of the Program Committee, has announced the list of educational features to be presented at the 23rd Annual Convention of the International Association of Display Men, to be held at the Arcadia, Detroit, July 12, 13, 14 and 15. Never before in the history of this great association has the program been so pretentious, practically every man scheduled for appearance before the convention delegates being of national fame and importance. The names of display men scheduled for participation in the Competitive Demonstration events will be announced from the platform preceeding each competitive class.

The program for the four days convention, beginning Monday morning, July 12, and closing with the afternoon session of Thursday, April 15, has been announced as follows:

MONDAY MORNING SESSION—JULY 12.

Call to order by President E. Dudley Pierce, Display Manager, Sibley, Lindsay & Curr, Rochester, New York.

"Address of Welcome"—Honorable James Cousins, Mayor of Detroit.

Response to Address of Welcome—B. F. Millward, Display Manager, Mannheimer Bros., St. Paul, Minnesota. (In behalf of the International Association of Display Men.)

Appointment of Committees

Adjournment for lunch.

MONDAY AFTERNOON SESSION—JULY 12.

Address—Oscar Webber, Vice-President and General Manager, The J. L. Hudson Company, Detroit, Michigan.

Novelty Draping Demonstration—William R. Read, Cleveland, Ohio.

Competitive Demonstration of Drapes:

Class A—Forms.

Class B—T Stands.

Class C—Cut-outs—Specialty.

Annual Meeting of Executive Committee.

MONDAY EVENING—JULY 12.

8 o'clock—Musical and Buffet Luncheon—Compliments of The J. L. Hudson Company. Place—Auditorium of The J. L. Hudson Company.

TUESDAY MORNING SESSION—JULY 13.

Address—"The Evolution of the Display Man," by Arthur V. Fraser, Display Manager for Marshall Field & Company, Chicago.

Demonstration—"Modern Window Lighting," by A. L. Powell, Illuminating Engineer, The Edison Lamp Company, Harrison, New Jersey.

Competitive Demonstration—"Women's Shoes."

Competitive Demonstration—"Men's Shoes."

Official Photograph.

Adjournment for lunch.

TUESDAY AFTERNOON SESSION—JULY 13.

Address—J. B. Mills, Sales Manager, The J. L. Hudson Company, Detroit, Michigan.

Lecture and Demonstration—"Color Harmony and Its Value," by Paul Honore, Artist, Detroit, Michigan.

Competitive Demonstration—"Women's Lingerie."

Competitive Demonstration—"Women's Hosiery."

Report of Executive Committee:

1. Nominating of Officers for Ensuing Year.

2. Reading of Invitations for next Convention City.

3. Discussion for Betterment of the I. A. D. M.

TUESDAY EVENING—JULY 13.

8 o'clock—Boat ride up the St. Clair River and the Great Lakes. Courtesy of Detroit Merchants—Entertainment and Dancing. Musical Program by Y. M. C. A. Glee Club.

WEDNESDAY MORNING SESSION—JULY 14.

Canadian Day.

Program of Special Features by Canadian Display Artists.

Edward K. Lummus, Display Manager for Almy's Limited, Montreal, will preside at this session.

Demonstrations.

WEDNESDAY AFTERNOON SESSION—JULY 14.

Address—C. J. Potter, New York, N. Y., Past President of the International Association of Display Men—"Review of the Growth and Interest Displayed in the I. A. D. M."

Special Demonstration Feature—(Competitive)—Decorative Sets or Units Made of Artificial Floral Pieces—All Exhibiting Manufacturers Eligible.

Competitive Demonstration—Show Card Writing.

Election of Officers and Voting on Convention City for 1921.

WEDNESDAY EVENING, JULY 14.

7 o'clock—Annual Banquet and Entertainment.

Awarding of I. A. D. M. Prizes.



SOME BUNCH

of Live Wires Attending THE KOESTER SCHOOL, March, 1920

This class of clean-cut young men gives some idea of the character of the classes and the kind of men whose ambition it is to be able to do nothing but expert work in window display advertising and card writing. The Koester School gives them just the training they want and need. Classes like the above are possible because Koester training has made good for over 9,000 graduates.

Learn More Earn More

Efficiency in any line of work is what counts. This is especially true in doing advertising, and window display work. The more efficient you are in this work the more valuable you are and the more will you find in your pay envelope.

The quicker you learn more about your work the quicker you will increase the size of your salary. The man who puts off from day to day, and year to year, his opportunity of learning quickly all the intricacies of his calling, soon is outdistanced by all the more ambitious young men who take advantage of thorough training given at the Koester School.

Procrastination in this matter is keeping money out of your pay envelope every week.

The Best Time to Attend the Koester School

is NOW. First of all because you will get more money sooner, and secondly, because the Spring Opening and Easter Displays have been placed and the store can let you have the time to take up these studies.

WANTED Window Display Men

In the hundreds of inquiries that we get each year from merchants asking for young men to fill positions they invariably specifically demand that they want a man with a thorough knowledge and training in all branches of the work.

This means that you must have Koester Training in order to serve your employer satisfactorily and in order to get most remuneration for yourself.

The Koester School recently has had so many requests for men that it has been utterly impossible to fill all the positions. Invariably every inquiry calls for a Koester trained man. Merchants everywhere recognize the value of Koester training.

ALL OUR STUDIES ARE EXPLAINED IN OUR BIG YEAR BOOK

This book should be in the hands of every clerk and merchant—it outlines the way to the greatest possible success for you in your future work. It shows the work of many of the thousands of successful Koester men. It shows you how you can study at home and pay in easy monthly payments, or how you can attend the school and devote all your time to study under close, personal supervision of the best instructors in the world. Window Trimming is the only study we do not teach by mail.

THE KOESTER SCHOOL

314 S. Franklin St., CHICAGO
The Window Display Center of the World

Awarding of MERCHANTS RECORD AND SHOW WINDOW Prizes.

THURSDAY MORNING SESSION—JULY 15.

Address—Colonel Fred Levy, Louisville, Kentucky; President National Retail Clothiers' Association.

Competitive Demonstration—"Men's Clothing and Accessories."

Competitive Demonstration—"Men's Shirts and Neckwear."

Competitive Demonstration—"Men's Underwear and Hosiery."

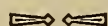
"Impressions of the Convention."—E. J. Berg, Display Manager, Burgess-Nash Company, Omaha, Neb., and Past President International Association of Display Men.

THURSDAY AFTERNOON SESSION—JULY 15.

1. Report of Committee on By-Laws.
2. New Business.
3. Presentation of Report of Auditing Committee.
4. Unfinished Business.
5. Installation of Officers.
6. Appointment of Committees.

THURSDAY EVENING—JULY 15.

5 o'clock—Meeting of Executive Committee, Board of Directors and 1921 Program Committee.



Wanted—Demonstrators

MEN, you have heard much about Mexico and the full fights they have there! Now get this! Grab the bull by the horns and let him take you to the I. A. D. M. convention to be held in Detroit, July 12, 13, 14 and 15. Everyone of us owe it to ourselves, the other fellow and the profession to be present, and through our attendance will come success. Everyone of us can display merchandise just a little bit different than the other fellow, and we should take special interest in showing what we do and how we do it through participation in the competitive demonstrations which are to feature the Detroit program.

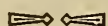
The excuse for not assisting in demonstrations in the past has been due, so the display men maintained, to their inability to talk before a big convention. This year it will be possible for a man to put on a demonstration without saying a word.

Let us co-operate and show the men present at the big meeting what we have that may benefit them. Send in your notice to the effect that you will take a place on the Competitive Demonstration program.

Thanking you for your co-operation and requesting that you list your name with Chas. F. Wendel, care J. L. Hudson Company, Detroit, Michigan,

JOHN F. LOOCK,

Program Committee, I. A. D. M.
Chairman of Demonstrations.



Attention, Canadian Display!

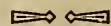
DISPLAY men from Canada have always been enthusiastic in I. A. D. M. affairs and a most representative enrollment from the Dominion evidences their interest in the success of the big Association.

The 23rd Annual Convention of the I. A. D. M. will be held in Detroit, July 12-15, and as a member of the Execu-

tive Committee, I ask all Canadian display men to plan on attendance at this big educational event. Let everyone who has already decided to attend interest another in the meeting, and thus make Canada's representation for 1920 the biggest in history.

A special day has been arranged for the 1920 meeting, to be known as Canadian Day, the sessions of which promise to be of unusual attractiveness. Let us show our appreciation by co-operating to the greatest extent.

Send your name and that of your firm to me at your earliest convenience.—Edward K. Lummus, Member Executive Committee, Almy's Limited, Montreal, Canada.



British President Coming

T. GUY DUEY, secretary of the I. A. D. M., has received a letter from Edward N. Goldsman, display manager for Selfridge's, London, England, and president of the British Association of Display Men, stating that he will sail on July 1st on the Lapland and will be present at the 23rd Annual Convention of the I. A. D. M., to be held at Detroit, July 12, 13, 14 and 15.

Mr. Goldsman is well remembered by the older display men of this country, he, while in the United States, being one of the national figures of the display profession, and in 1908 was First Vice-President of the I. A. D. M.

Mr. Goldsman has been invited by the Chairman of the Program Committee to take a place on the program and his acceptance will add another artist to the already super program.



Resolutions Adopted by Executive Committee


IN accordance with the specifications as contained in the Constitution and By-Laws of the International Association of Display Men, resolutions adopted at the Executive meeting of July 17, 1919, following the adjournment of the 22nd Annual Convention of the I. A. D. M., are published herewith.

1—Resolved: That the annual salary of the Secretary of the International Association of Display Men is increased at least to the amount of three hundred dollars (\$300.00).

2—That the Secretary of the International Association of Display Men be allowed legitimate expenses for the operation of his office.

3—That the International Association of Display Men provide the expenses of the Secretary insofar as they are accumulated through transportation to and from the Convention City, and further, that the I. A. D. M. provide payment for hotel expenses of the Secretary during the convention period.

4—Resolution offered by Mr. C. F. Wendel, J. L. Hudson Company, Detroit, Mich., on May 22, 1920, to the effect that the Secretary's salary be increased to \$1,200 per annum, and that \$250 be annually allowed MERCHANTS RECORD AND SHOW WINDOW, said amount to be utilized by MERCHANTS RECORD AND SHOW WINDOW in caring for photographs and preparing same for I. A. D. M. educational purposes.



Ancient Egypt Offers her Arts

Display Manager's
Handbook of Decoration
Egyptian Series
BY
LESLIE STUART JANES

Something Every Display Man Has Needed

A book consisting of two hand made color charts in oil showing **THIRTY BEAUTIFUL COLOR AND METAL EFFECTS** with complete directions for each. Fifteen large plates of wonderful backgrounds, furniture, plateaus, fixtures, screens, lamps, dividers, ornaments, architectural members, capitals, columns, cornices, bases, friezes, tapestries, pottery, vases and dozens of other beautiful designs all true to style. One of the most capable interior decorators in the country has decorated each article and keyed it with the color plates. Designs are drawn to scale and are real working drawings, printed on heavy double thick stock size 10x3 one side only. Also included is a condensed history of the arts and crafts of Ancient Egypt. No display man can afford to be without this work. Limited edition now ready. Price—Five Dollars.

MERCHANTS RECORD CO.
PUBLISHERS

5707 West Lake Street

CHICAGO



To the Display Men of the World

Most pretentious program of educational features perfected—I. A. D. M. meeting at Detroit, July 12-15 to be greatest event in history of Display Men's organization—Special features for visiting ladies provided—Event to be of tremendous influence in merchandising world.



PLANS for the twenty-third annual convention of the I. A. D. M., which will convene at the "Arcadia" in Detroit, July 12, 13, 14 and 15, are now complete in every detail. The program committee assisted by various local committees has worked for months to perfect what promises to be the most pretentious program ever spread before a gathering of displaymen.

The educational features are of the very highest order and so varied that almost every problem that any displayman is confronted with will be demonstrated so clearly and so scientifically that a wealth of knowledge will be obtained by attending displaymen. Subjects of vast importance to the development of better window displays, thereby creating more and better business for the merchants, will be discussed and thrashed out by acknowledged leaders of the window display profession; short and to the point talks by merchants and advertising men who acknowledge the great influence of attractive window displays to the mercantile world, will add another feature of great importance to the program.

Motion pictures taken by the Ford Motor Company of anything of educational value that transpires during the Convention shows most clearly the faith that this great corporation places in the work of displaymen to bring about better merchandising conditions and more business for merchants, who will profit by sending their display managers to the educational feast.

The Store Equipment and Display Fixture Exposition will be by far the largest in the history of the I. A. D. M., and will offer a condensed market pertaining to everything attractive in up-to-the-minute window displays and show cards. The entire main floor of the "Arcadia" representing thousands of square feet of floor space will be devoted entirely to the Manufacturers' and Dealers' Exposition.

Unusual entertainment features will be provided, including special functions for visiting ladies. We hope for many years after the 23rd Annual Convention of Displaymen is history, our guests will look

back on their visit to Detroit as a delightfully interesting, instructive and worth while experience.

The stage is all set for the Wonder Convention of the I. A. D. M. We anticipate a record breaking attendance of displaymen and merchants from all over the world to complete the success that is sure to be realized in the 1920 I. A. D. M. Convention.

CHAS. F. WENDEL,
L. A. ROGERS.



Rendering a Desirable Service

ON the morning of July 12, every display man in the United States and Canada, or in fact all over the world, will be given an opportunity to participate in what promises to, and will be the greatest and best convention of its kind since the organization of "Window Trimmers" was formed.

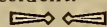
Not so many years ago money could not buy the knowledge which will be imparted among the various well-known display men in open view on a large stage, and for the benefit of all who attend, whether they be members or not.

Many of these workers of our worthy profession have been preparing for this event. New ideas, new stunts, elaborate displays by the manufacturers, will be the keynote of the coming convention.

Do you, Mr. Display Man, not a member, realize how much good this convention, as well as all future ones will do you, if you only signify your intentions of joining? There are many hundred display men who do not quite grasp the wonderful opportunity which is before them. So much for those who are not members.

To those of you who are—please carry this one thought in mind. When you are Detroit-bound in July, should you be asked to help on the judging of show cards, window photographs, contest pictures of any kind, gathering men into the convention hall, keeping order, helping out and relieving some of the officers in any way, or in fact be asked to do anything to help make the convention a success, PLEASE do so for your good as well as for the entire assembly.

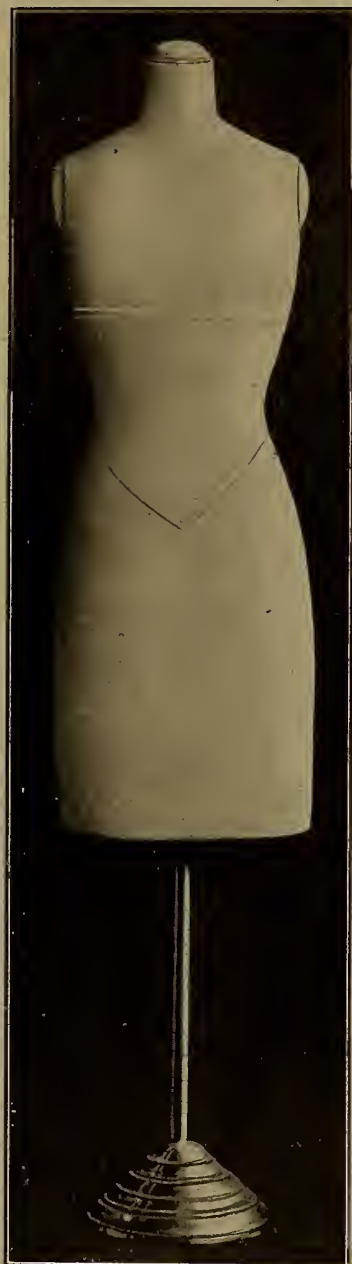
It will enable the demonstrations to proceed without a hitch, bring about quick returns as to prize winning displays, and in general, make it possible to complete the day's program on schedule time.—Yours faithfully, L. F. Dittmar, First Vice-President.



GEORGE G. ARENSMEYER, recently display manager for the John J. Gorman Company, Detroit, Mich., has accepted the display manager's post at the Pegues-Wright Dry Goods Company, Hutchinson, Kansas.

All Forms Should Have These Narrow Shoulders

To Correctly Display the New Fashions in Women's Wear



No. 66F/G/D

Leading houses everywhere are discarding forms with the round, extended or other shoulders as being old fashioned.

Our forms are up-to-the-minute in every detail of construction. Note the new top—the correct proportions.

Write us for new and beautifully illustrated folder of Dress, Sweater, and Waist forms. Also extension dress figure.

No. 66 F/G/D

Correct Models in Dress Forms

As illustrated here

Papier mache. New top D style. Flesh tinted enameled bust, covered below with white Jersey cloth, or sateen, as desired. Standard $7\frac{1}{8}$ x30 inches. Ten-inch B base. Write to us any time you need anything for "window dressing and display."

We are also showing these identical narrow shoulders in the following:

No. 67W/P/G/D
New Extension
Dress Figure

No. 76/N/G/D
Sweater Form

No. 75/D/G/D
Waist Model

REMEMBER

The date of the I. A. D. M. convention at Detroit, July 12-15, inclusive, we will have everything new and clever in wax, also model forms and metal fixtures. A full staff of representatives will be on hand to serve you.

Be sure to look us over

J. R. Palmenberg's Sons, Inc.

63-65 West 36th Street, New York

Boston
26 Kingston St.

Chicago
204 W. Jackson Blvd.

Baltimore
108 W. Baltimore St.

I. A. D. M. Display Contest

DISPLAY men, members of the I. A. D. M., contemplating competing in the big contest of the Association are requested to have all photographs in the hands of the contest clerk on or before July 1st. The extension of the time of entering photographs for this competition has been made necessary owing to the unusually large number of men who have, in designating their intention to compete, requested that additional time be granted in order that displays arranged during the months of May and June be included in the competition.

Photographs are being received by the contest clerk, Roy H. Heimbach, in great quantities, and present indications are that the contest for 1920 will be the biggest and best in the history of I. A. D. M. competitions. Nearly fifty classes have been provided covering every phase of window display, interior, exterior, and float decorations, and all character of show card and price ticket making. The prizes to be awarded the winners in the various classifications are expensive and beautiful, the committee in charge having accepted a new design for medals, the selection of which makes the I. A. D. M. medal of award one of the most elaborate and beautiful yet designed. The distinction resulting from the winning of one of the I. A. D. M. prizes is that of a lasting testimonial to the display man's skill since the I. A. D. M. competition is one of vast importance enlisting the active interest of the foremost display artists in the world.

If you are planning entrance into this great contest get busy at once and acquaint yourself with the rules and regulations governing the event as published in recent numbers of *MERCHANTS RECORD AND SHOW WINDOW*. Direct all photographs for I. A. D. M. contest to the contest clerk, Roy H. Heimbach, Display Manager, L. S. Bird & Sons, Detroit, Mich.

Talk State Association

AN enthusiastic meeting of the Dayton Association of Display Men was held recently during which plans were discussed and made relative to bringing the local clubs of the Buckeye state into closer relationship. Present indications are that a State Association will soon be effected through the efforts of the Toledo and Dayton locals. The Dayton men expressed great enthusiasm relative to the I. A. D. M. convention in Detroit, July 12 to 15, and voted to attend in a body.

Those present at the meeting were L. F. Dittmar, Rike-Kumler Co., president; Henry Lins, Traxler's, vice-president; Bert L. Daily, secretary; Al. Kene, Willner Bros. Company, treasurer, and Geo. B. Scott, The Metropolitan Company; L. S. Speer, Schwartz & Frey; H. H. Cowan, Rike-Kumler Company; George Wigge, The Johnston-Shelton Company, and H. O. Sauer, The National Cash Register Company.



Big Meeting at Rochester

AT the meeting of the Rochester (N. Y.) Association of Display Men, held at the Hotel Rochester, on the night of May 19, plans were perfected for the attendance of the Rochester display men at the 23rd Annual Convention of Display Men, Detroit, July 12-15. E. Dudley Pierce, president of the I. A. D. M., spoke most earnestly relative to the sound business judgment of all merchants who send their representatives to the big I. A. D. M. meeting. He also outlined the many benefits resulting from the efforts of the I. A. D. M. Educational Committee, having reference to the stereopticon slides and display albums at the disposal of every affiliated local in the country.

An address by Clement Kieffer, Jr., display manager for C. A. Weed & Co., Buffalo, and a most instructive talk on business conditions by E. K. Scott, president of the Rochester Association of Display Men, were the outstanding features of the evening. Mr. Kieffer's talk in great part was directed to the merchant and he forcibly brought out the facts that like people of slovenly habits and gloomy countenance, customers naturally turn away from show windows that are not attractively and properly decorated, and that in these days of keen business competition the show window must be recognized as the stores' most powerful selling force. Mr. Kieffer referred to the picture window which attracts by its originality of

From

Name of Store.....

City..... State.....

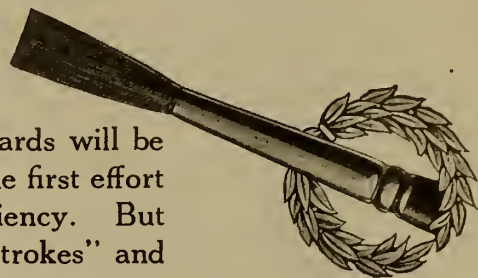
L. S. Bird & Sons
165-175 Woodward Ave.
Detroit, Michigan

I. A. D. M.
Photographs
for
Roy H. Heimbach,
Display Manager

CUT THIS OUT AND PASTE ON PACKAGE CONTAINING PHOTOGRAPHS FOR I. A. D. M. CONTEST.

Let Your "Favorite" Brush Be a *"Perfect Stroke"*

And your worries about producing high-class cards will be at an end. Makes a neat, clean, clear-cut stroke at the first effort—eliminates re-touching, and increases your efficiency. But don't take our word for it. Order a few "Perfect Strokes" and see for yourself!



Just Off the Press! My Latest Catalog of "Perfect Stroke" Brushes and Supplies

A helpful catalog—more valuable than ever—containing just the information you're interested in. Shows by picture and text the complete line of "Perfect Stroke" Brushes and all accessories.

Write today for your copy

BERT L. DAILY

126-130 E. Third St., *Entire Fourth Floor*

DAYTON, O.



DECORATION NO. 18.—WISTARIA CAR.
One of our \$35.00 sets.

Automobile Decoration Set

Chrys-celo Floral Sheeting, flowers and a set of wheels to decorate a **Prize Winner**, sent for **\$35.00**. State colors you prefer.

Chrys-celo Floral Sheeting
\$1.00 per sq. yd.

FLORAL PARADE DECORATIONS

Send for catalogue—It shows many beautifully decorated cars

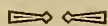
CHICAGO ARTIFICIAL FLOWER CO.

4317 Irving Park Boulevard

CHICAGO, ILL.

conception, stating that he considered such windows valuable means of desirable publicity.

Mr. Scott, recently returned from a business trip to Europe, said that due to the difficulty of money exchange in England at the present time, American display and window fixtures were not being sent abroad in any great quantity. Previous to the war a great many fixtures of American makes were regularly shipped to England and other European countries. Speaking of the clothing market in England, Mr. Scott said that suits could be purchased much cheaper there than in this country, and that a suit retailing in any American city for \$125, could be purchased in London for \$60 in American money. "The English suits, though," said Mr. Scott, "lack the 'snap' characteristic of American-made garments."

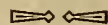


Spokane Club Active

THE Spokane Display Men's Association, Spokane, Wash., conducted a most successful banquet and dancing party last month at which many of the city's leading business men manifested their interest in the success of the Display Men's Club through attendance. The great banquet hall was beautifully decorated with a color scheme featuring the national colors. The chandeliers were covered with showers of cut crepe paper of red, white, and blue, and silver stars. The floor decorations were American Beauty roses with the lodges behind great clusters of red ramblers. More than 500 couples attended.

The Spokane men are active in association affairs and have conducted during the past year a series of unusual meetings at which educational features pertaining to display problems were of prime importance. At these meetings delegates from the executive offices of the big stores of Spokane played a prominent part in their success. An elaborate program has been planned for the meetings of this season. Karl M. Amdahl, display man of national prominence, and a member of the I. A. D. M. Executive Committee, is president of the Spokane local, having recently been re-elected to guide the destinies of the association for another year. The other officers are: Vice-president, Oscar Schneider; secretary, Fred R. West; treasurer, M. Sabiston.

Mr. Amdahl, always an important figure at I. A. D. M. conventions, reports that I. A. D. M. convention enthusiasm is running high in Spokane and that the city will be well represented when President E. Dudley Pierce calls the Detroit meeting to order on July 12.



Buffalo Coming Strong

THE Buffalo Association of Display Men staged a theatre party and banquet in conjunction with its regular meeting held on the night of May 25. The principal topic of discussion during the business session was the I. A. D. M. convention to be held in Detroit next month. Great enthusiasm is manifested over the coming event and the Buffalo Association of Display Men will be represented by practically the complete membership of the local.

The great success of the Boost Buffalo Campaign recently observed is attributed in great part to the co-operation of the display men of the city. The Buffalo Association of Display Men working as a unit in this event gained for "The Queen City of the Lakes" publicity of the most valuable character.



To My Friends, The Display Men

I WOULD like to take this opportunity of extending my thanks to the boys who have shown so much interest in the development of the Kansas Association of Display Men, and as evidenced through the 3rd Annual Convention of this body, held at Salina, May 10th and 11th.

At this time I wish also to express my thanks to the members of the K. A. D. M. for the handsome and useful gift presented to me at our last meeting, and which I realize is a token of your esteem and an appreciation of my efforts as your Secretary. I have tried to merit your confidence and will always boost for new members in the K. A. D. M.—a branch of the International Association of Display Men.

E. LEO HARRIS.



ATTENDANTS AT BANQUET AND DANCE OF SPOKANE DISPLAY MEN'S ASSOCIATION, SPOKANE, WASH.

Better Displays for Less Money

Most display men will find our fall designs just what they have been waiting for—decorations of the highest class at a moderate price.

In your show window, Service Flowers will produce practically the same effect as the costliest imported ones. They have the same perfection of design, the same careful workmanship and, in addition, they have a daintiness of coloring that is sometimes lacking in imported flowers.

You will find Service Flowers to possess every quality essential to high class window decoration—and they are priced to make them doubly satisfactory to you.

Our new catalog illustrates many interesting designs in flowers, foliage, sprays, papier mache, reed and willow ware, backgrounds, etc. Send for it now.

The Service Artificial Flower Co. 1307 Clybourn Ave.
CHICAGO



See Our Big Display

at the

I. A. D. M. Convention

Detroit, July 12-13-14 and 15

This will be an initial display and will give you an opportunity of seeing the very newest ideas in wood fixtures that are distinctive and different in design. Make it a point to see our new fixtures demonstrated by expert window display men.

Wonderful Wood Fixtures

Nothing in the way of fixtures has ever made such a decided hit as the period design wood fixtures now so universally used. They have the great advantage of beauty and practicability.

NEW CATALOGUE

The catalogue pictured above is just off the press. It shows you the very last word in modern window fixtures. We want every display man and merchant to have a copy—send for yours today.

DECORATIVE FIXTURE CO.

1600 South Jefferson Street

CHICAGO



Free Employment Service for MERCHANTS AND DISPLAY MEN

Merchants Record and Show Window
C-operating With
International Association of Display Men

Notice.—Address all communications to Free Employment Service, Merchants Record and Show Window,
5707 W. Lake Street, Chicago.

THE following lists are published with a view of offering a new *Employment Service* to merchants and display men, and who are requested to avail themselves of the benefits of this service which is to be maintained by MERCHANTS RECORD AND SHOW WINDOW in collaboration with the *International Association of Display Men*.

This service is absolutely without charge to the merchant or display man and is inaugurated solely for the purpose of being of assistance to merchants in listing their needs in display work, and to obtain communication with capable and reliable display men. To the display man desiring a position, or for one seeking a change, it offers a means of placing his qualifications before a great field of merchants.

DISPLAY MEN DESIRING CHANGE OF POSITIONS

—First-class window decorator and card writer desires change. Eleven years experience. Prefers Connecticut or Massachusetts. Salary, \$60.00. Address Box E-59.

—Display man and card writer desires change of position. Prefers New York, northern part of Pennsylvania or Ohio. Can furnish best of reference. Salary to start \$50.00. Address Box E-60.

—Competent display man and card writer desires change. Exclusive display position preferable. Ten years' experience. Can furnish best of references. Prefers extreme west coast or Canada. Salary \$65.00. Address Box E-61.

—Young man with six years experience as display man and salesman in exclusive Ladies-Ready-to-Wear and Men's Clothing specialty shops, wishes to connect with progressive firm in or around Chicago. Good references. Salary to start, \$40.00. Address Box E-62.

—First-class display man and card writer desires change of position. Especially qualified for Men's Wear display. Good references. Salary to start, \$40.00. Address Box E-63.

—Expert display man and card writer with six years' experience desires change of position about June 15th. Can furnish fine references. Salary to start \$70.00. Address Box E-64.

—Display and advertising man with six years' experience in one of the greatest stores of the middle west desires change. Prefers men's store, but will consider other. Good references. Address Box E-65.

—High-class display man and card writer desires change. Nine years' experience. Only high-grade store considered. Can furnish best of references. Salary to start \$55.00. Address Box E-66.

—Display man capable of handling window and interior trims desires change. Good card writer. Prefers south or southwest. Salary, \$50.00. Address Box E-57.

—Competent advertising man, window decorator and card writer, seeks position with progressive department store. Nine years experience. Prefers city over 40,000. Salary, \$60.00. Address Box E-58.

DISPLAY MEN WANTED

—Northern Indiana's greatest and newest department store requires the services of a good card writer. Fine opportunity for the right man. Address Box C-150.

—The leading Men's Wear Store in the largest city in Texas desires the services of a young man as assistant in Display Department. Must have some experience in Men's Wear displays. Give references and full details in first letter. Address Box C-151.

—Wanted A-1 Window Decorator and Card Writer by a progressive clothing store. Give reference and full details in first letter. Address Box C-152.

—Wanted efficient display man for first class position in Men's Wear store in Pennsylvania city. Salary \$50.00 per week. We desire a man who has had experience on floor to assist occasionally in department. Address Box C-153.

For Our Advertisers

Barlow-Kimnet's New Salesrooms

The Barlow-Kimnet Co. of 724 Broadway, like most of the other leading firms of this city, have been forced uptown by their growing business. June 1st will see a notable opening of their splendid Exhibition and Salesrooms in the Imperial Hotel Building, 1244 Broadway, at 32nd Street.

The Barlow-Kimnet Co. are not giving up their old headquarters, where the executive offices and salesrooms have been established for so many years, but their downtown store is simply inadequate to meet the business growth of this firm. As it is impossible to get extra floor space of any kind, it was decided to take care of this overflow business uptown. After all, this move will be greatly appreciated by many of their old out-of-town customers who are pretty busy when they get to town. This will enable them to make a call and leave their orders while they are "on the run."

Out-of-town buyers will surely appreciate the convenience of this new uptown headquarters where the best and latest in Store and Window Display Equipment will be seen to the greatest advantage. In addition to the

"If it goes in a window—
Adler-Jones has it!"



We're going on the stage!

It's a fact! You'll find us there on the stage of the I. A. D. M. Convention Hall in Detroit, July 12th to 15th.

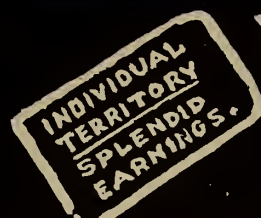
Don't fail to come up and look over our line of Artificial Flowers, Decoratives, Wicker Basketware, Theatre Decoratives, Papier Mache, Valances and Parade Decoratives!

Our exhibit will give you an idea of the completeness and extent of the Adler-Jones line.

The Adler-Jones Co.

206 S. Wabash, Chicago

**ROLLA MOUNT
POSTER STUDIO.
104 MONROE ST., CHICAGO**



Desires Salespeople and
Organizations to sell POSTER
Window Backgrounds and Cut
Out Counter & Store Displays

**AN EXCLUSIVE ORIGINAL LINE PRODUCED
IN RICH WATER COLORS.. ANY QUANTITY..**

regular lines of fixtures, many original specialties are constantly being brought out. Window backgrounds, which are growing in importance in window display will be added, and it is the aim of this firm to keep well in advance of all competition and to bring Display Equipment to its highest pitch of perfection as a business builder.

With the staff of experts now being brought together, The Barlow-Kimmet organization will afford any merchant a source of real inspiration and help in planning and carrying out the display possibilities of their business. Make a note now in your memo book to call at the Imperial Hotel and "inspect" their new and handsome show rooms.



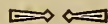
To Europe on Buying Trip

Mr. Louis M. Selig, president of the Botanical Decorating Company, will leave shortly on an extended European buying trip. He expects to visit the chief artificial flower markets of France and other countries with the view of picking up any desirable decorative novelties that may have been brought out by European makers during the past year or so.

In addition to importing the newest of foreign designs, Mr. Selig will make arrangements to have a number of the ideas of American display men made up in European factories for importation to this country. Owing to present labor conditions at home and abroad, this can be done at a considerable saving to the American display man.

In the meantime, the Chicago factory of the Botanical Decorating Company is turning out decorations of remarkable artistic merit. This factory is equipped with the most modern machinery for turning out high class decorations at a minimum cost.

The Botanical line for fall is said to be one of unusual excellence. It is now being shown on the road and will be exhibited at the I. A. D. M. Convention next month.

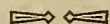


A Good Line

George Singer, sales manager for the Natural Plant Preservers Co., 233 Fifth avenue, New York, was in Chicago and reports remarkably satisfactory sales for the coming fall season. Mr. Singer reports that display men generally are buying much better decorations now than they did a few years ago. The demand today, he states, is for high class, refined decorations and most display men are looking for designs that are out of the ordinary. In other words, the display man wants decorations that have class combined with originality.

The line being shown by this company for fall contains a number of novelties that are now shown for the first time. Mr. Singer says that the spring business done all over the country by his firm was far ahead of all previous records. He predicts that the autumn business will be even greater than that of last spring.

The line of the Natural Plant Preservers Co. will be shown at the Detroit Convention of the I. A. D. M., July 12 to 15.



New Flower Concern

JESSE H. Zoffer, formerly display manager for G. Fox & Company, Hartford, Connecticut, has entered the great field of business and is now at the head of the Artificial Flower Stores Inc., with offices at 241 Fifth avenue, New York City.

Mr. Zoffer, as a display man, was nationally recognized as an artist of unusual attainments and an executive of much force. His success in the new enterprise is generally predicted by those who know his qualifications.

The Artificial Flower Stores, Inc., will carry a complete line of artificial flowers, papier mache ornaments, cloth and paper novelties, velours and plushes—in fact everything required for window and store decorations. Display men will do well to become acquainted with this new business and its directors.



A Convincing Argument

David Sobel's Sons, New York, claim that the best way to prove the merits of their fixtures is through the testimony of merchants who have used Sobel figures and forms. In this connection they have forwarded to this office an original letter from W. T. Farley, operator of a big chain of high-class stores selling men's and women's wearing apparel.

This letter refers to Sobel forms in terms of highest praise. Not only are the quality and appearance of the forms highly praised but the opinion is expressed that they will be the means of displaying merchandise to better advantage. The fixtures are, in their opinion, "a credit to any window or interior display."

To convince others of the unusual merits of their fixtures, David Sobel's Sons will ship any of their merchandise on approval with the understanding that express both ways will be paid if the fixtures are not entirely satisfactory. They state that ninety-five percent of chain store operators are using Sobel forms and that these merchants are well qualified to judge as to the quality and practical merits of all kinds of display fixtures.



Interesting Catalogues Now Ready

Display men and merchants will be interested in the announcement on another page of this issue of the Chicago Artificial Flower Company. This concern, which discontinued business during the period of the war is now operating under the direction of F. E. and L. R. Spikings, and most attractive lines of artificial flowers and decoratives are being turned out.

The Chicago Artificial Flower Company has in its employ expert designers and workmen, and the quality of the products meet the most exacting requirements. Designs are furnished with suggestions for decorating, and since all items are manufactured in the factory orders are always filled with dispatch. Among the special catalogues now ready is one beautifully illustrated booklet devoted to the special decorations for floats and automobiles. Send for the latest catalogues of the concern. Address, Chicago Artificial Flower Company, 4317 Irving Park Boulevard, Chicago.



L. Baumann & Co. Salesmen Out

L. Baumann & Co., Chicago, announces the fact that the salesmen of this firm are now on the road with an unusually interesting line of artificial flowers and other decorations. Messrs. L. Biederman and G. Reising, who are well-known to displaymen generally, are covering their regular territories and John J. McCarty, a new acquisition to the Baumann selling force will cover Texas and the southwest.

George Larson another new salesman for L. Baumann & Co., started out to cover part of Wisconsin, Iowa and Illinois. At Manitowoc, Wis., Mr. Larson had the misfortune to fall and injure his hand so severely as to make it necessary to abandon his trip and return to Chicago where he is now confined in St. Luke's hospital. If possible another salesman will be found to cover that part of Mr. Larson's territory which he had not yet visited when his accident occurred.

The new

Leon Cane Attachment

Converts your Canes into Clever Display Fixtures

Creates snappy shirt units, neckwear, hosiery and hat displays—new and original show card holder, effective boxed goods and jewelry displays.



THE LEON CANE ATTACHMENT is quickly attached or detached to your canes, and will not mar or scratch the finest finished cane.



Make these displays and a hundred more by attaching the LEON CANE ATTACHMENT to your canes.

Send for the LEON CANE ATTACHMENT Booklet. Contains many practical displays from the cane.



MORRIS LEON MFG. CO.

7119 No. Clark St.,
CHICAGO

WHO LOOKS AT YOUR SHOW WINDOWS?

Only the man who is FORCED to stop and look by an appealing WINDOW TRIM.

The surest and quickest way to make your windows sell more goods for you is the

D. & S. WAY

Our BACKGROUND PAPERS, ARTIFICIAL FLOWERS, BASKETS, ETC., ETC., are sure to attract the attention of every passerby. Get our catalogues and be convinced

DOTY & SCRIMGEOUR SALES CO., INC.

30 Reade St.
New York

S. M. MELZER CO.

Manufacturers of

Display Fixtures

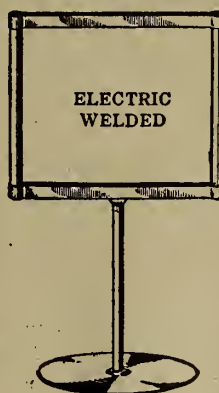
Show Forms

OUR BUSINESS IS TO INCREASE YOUR BUSINESS

Wax Figures

Brass Railings


915 Filbert Street Philadelphia, Pa.



ELECTRIC WELDED

Best and Cheapest Price

Card, Stands, Easels, Etc.

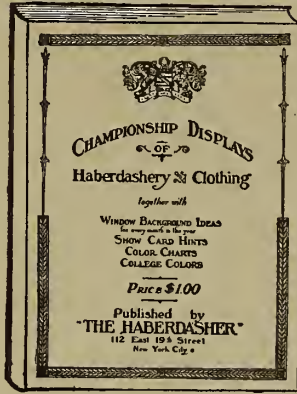


"Jaxon" Doll Stands
Adjustable 6 Sizes

No. 690

J. B. Timberlake & Sons, Mfrs.
JACKSON, MICH.

Collection of Some of Latest Displays of Clothing and Haberdashery



CHAMPIONSHIP DISPLAYS OF Haberdashery & Clothing

together with

Window Background Ideas for every month in the year
SHOW CARD HINTS
COLOR CHARTS
COLLEGE COLORS

Price \$1.00

Published by
"THE HABERDASHER"
112 East 19th Street
New York City 4

There has just been published a most valuable book for the displayman handling men's lines. Here is shown the work of many of the best men in the business in every part of the country, including trims in The Haberdasher's National Championship for 1916 shown. Any one of hundreds of ideas worth more than the price of the book. Should be in the "library" of every displayman.

"THE HABERDASHER"

National Championship Displays of Clothing and Haberdashery

DESCRIPTION OF BOOK

This is a big book—112 pages, 9½x12 inches—122 half-tone illustrations of complete window and unit trims—30 pages of background suggestions, for each month in the year—346 texts for show cards—3 color charts, individual color chart—complete list of college colors, printed on extra fine paper.

PRICE \$1.00 PREPAID

Please remit with order

The Merchants Record Co.

5707 West Lake St. Chicago, Illinois



ATTRACT- IVENESS is the chief essential of any window decorations.

Mutual Flowers are always attractive. Although low in price, they are exquisitely designed and perfectly made. In general appearance they are equal or superior to many flowers that cost much more.

If you have not used Mutual Flowers, try them in your fall windows. You will find them remarkably satisfactory in appearance and price.

SEND FOR OUR CATALOG

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NEW YORK

Out of the Ordinary VALANCES

If you desire originality and distinctive appearance in your valances and window draperies, you will be interested in our remarkable line of

Art Drapery Fabrics

STANDISH
MILLS



TRADE MARK

Our fabrics include a great variety of weaves, textures and designs and the range of colors is almost endless.

In our big collection of beautiful materials may be found practically any fabric or color to carry out any scheme of decoration the display man may have in mind.

Cloister Cloth is a splendid material for valances, floor mats or draperies—specify it the next time you place an order.

ELMS & SELLON

906 Broadway

New York

309 W. Adams St., Chicago
52 Chauncey St., Boston

2 N. 11th St., Philadelphia
742 Market St., San Francisco

Personals

V. A. LIGMAN, formerly in charge of display department for Wieboldt's, Chicago is now directing the displays for Komiss & Green, Leiter Stores Building, Chicago.

E. J. STANDISH, formerly assistant to Display Manager Munn, at Franklin Simon & Company, New York, is now first assistant to Mr. Lewis, display manager for The Outlet, Providence, R. I.

FLOYD DILLON, for several years employed as display manager for Benbough & Gillons, San Diego, Calif., has accepted a department position with Varney Bros. & Company, El Centro, California.

N. ROSENBAUM, recently display manager for The Hub Store, Canton, Ohio, has opened the Victor Clothing Store, same city. Mr. Rosenbaum has the best wishes of a host of friends.

JACK DARLING, formerly display manager for Thalheimer's, Richmond, Va., is now managing the Washington store of the New York Waist Company. He also directs the display department.

JAMES A. GELSTON has been appointed first assistant display man by Mr. Rooney, director of the display department for Abraham & Straus, Brooklyn. Mr. Rooney, incidentally, is continuing the good work of his predecessor, Mr. Katz, recently resigned.

CLYDE GEHRING, who attracted much favorable attention while display manager for The Dow Drug Company, Cincinnati, Ohio, has taken a place on the display staff of the Rike-Kumler Company, Dayton.

O. T. MOLL has been advanced to first assistant to Edward Munn, display manager for Franklin Simon & Company, New York City, succeeding E. J. Standish, resigned.

HARRY H. COWAN, formerly display manager for Zinn's, La Fayette, Indiana, has been named first assistant to display manager L. F. Dittmar at Rike-Kumler Company, Dayton, Ohio.

T. GUY DUEY, display manager for Wurzburg's D. G. Co., Grand Rapids, Mich., and Secretary of the I. A. D. M. was in Chicago recently on convention matters.

O. WALLACE DAVIS has returned to his post at H. Batterman & Company, Brooklyn, following several days absence during which time he visited many cities of New York and neighboring states.

CLYDE Smith who resigned his position at Halliburton-Abbott's, Tulsa, Okla., several weeks ago, has returned to his old post as card writer and first assistant to O. E. Wheete, who directs the display department for the big Halliburton-Abbott store.

J. H. HILTON, formerly with Hunt-Murray Company, Tulsa, Oklahoma has accepted a position with Bartig Bros., Paragould, Arkansas, as director of the display department for the four Bartig stores.

Fit Your Windows with
ONLI—WA
Display Fixtures
That Attract
Attention.

Colonial Period
Styles for all
Kinds of Goods



Send for our latest catalog No. 6 showing our
complete line of High Grade Wooden Display
Fixtures.

THE ONLI-WAY FIXTURE CO.

Dayton, Ohio

Originators of Practical Display Fixtures

Display Men—
Sid King
will see you at the
Convention in Detroit



"Of course"

Show Card Colors and
Cardwriters' Supplies

If you are not going to attend the Conven-
tion send for our Catalog and Color Cards.

WALLBRUNN, KLING & CO.
327-29 So. Clark St., Chicago



7 APPEARANCE
The making of a sale or —
The loss of a sale?

That is the value of your store front.
Do you realize it? It invites the
passerby to further inspection of
your merchandise or leaves them
pass your store and displays unno-
ticed.

Kawneer
SOLID COPPER
STORE FRONTS

pay big dividends.

- they attract passersby to store and windows.
- they enhance the value of displays.
- they are designed to display merchandise to the best advantage.
- they will pay for themselves in a remarkably short time.

Send the coupon for the Book of Designs.

THE
Kawneer
COMPANY

NILES MICHIGAN

THE KAWNEER COMPANY,
1411 Front St.,
Niles, Mich.

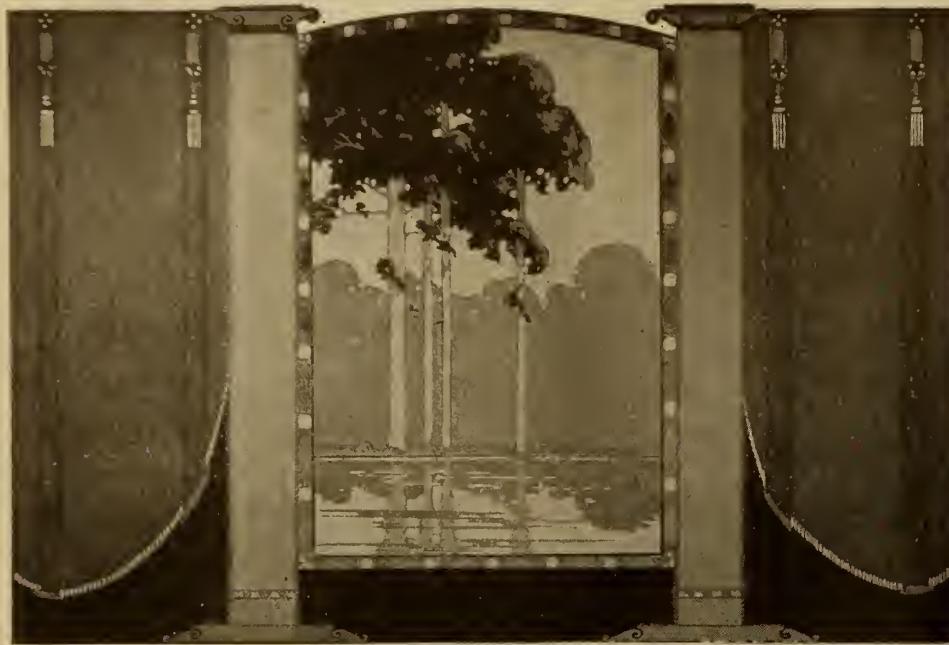
Send me the Book of Designs.

Name

Address

City and State.....

Modern Art Backgrounds at the Convention



See them there—

A comprehensive exhibit, different in design; better than ever.

But NOW is the time to buy to assure timely and highly attractive show windows for fall.

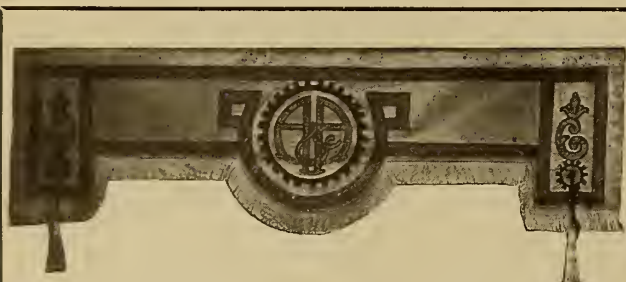
You are especially invited to visit our showroom and studios while in Chicago.

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Phone Majestic 8959

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Durable Materials.
Harmonious Color Combination.
Correct Proportions.
Conscientious Workmanship.

These Are the Qualifications of a Practical Valance

"KICHLER" VALANCES

are designed and built along these lines. Our latest catalogue includes many excellent examples, and your request for a copy of our catalogue incurs no obligation.

Floor Mats
French Drapes

Panels
Velours

The L. A. Kichler Co.

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Cleveland, O.



You pay many dollars to see a good show. Why not make your windows just as attractive You can by using Frankel wax figures and Frankeloid forms and fixtures. They make your garments the talk of the city—that's advertising and advertising right.

Established 1888

1146 Broadway
at 27th St.



Phone
Madison Square
1490



No. 53101 Window Box Filled with Artificial Begonias, blooming Geranium Sprays and Drooping English Ivy Vines, 42x27 inches, complete, \$12.50.

This Window Box can be used for Proscenium Arches, on top of Show Cases, Cashier Booths, Walls, etc. Ask for our catalogue No. 44, illustrated in colors, free for the asking.

FRANK NETSCHERT,
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DEVOE

Show Card
Colors

are approved by the best Card-writers and Sign Shops in America and Canada. Made in 24 colors to meet all requirements.

Ask for Color
Card

Devoe line of
Show Card

Brushes includes all shapes and styles with nickel and copper ferrules. Made in our own factory by experienced workmen and will give perfect satisfaction.

Full information sent on request

Devoe & Reynolds Co., Inc.

New York Chicago Kansas City New Orleans
Buffalo Denver Minneapolis Cincinnati

Display Men

attending the

I.A.D.M.

Convention

at

Detroit

July 12-15

*are earnestly invited
to meet Mr. Strong
at* **BOOTH 15**

(in center of hall)

*As well as pay a visit to our
salesroom*

82 Griswold St.

*Detroit School of Lettering.
Detroit Mich.*

You can do better work with a PAASCHE



Every displayman
needs a PAASCHE
Model "D" Air Brush

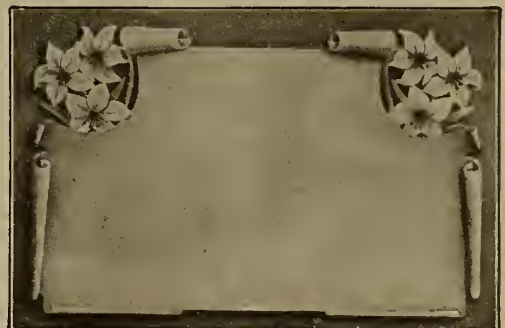
This simple and highly efficient tool is a practical necessity in display man's equipment. It enables him to get better results at a greater saving of time and effort.

The famous "3-in-1" is easy to use and keep clean. Thousands of them are in daily use by leading display men and showcard writers.

Send for our latest catalog—it is full of clever ideas that you can use.

Paasche Air Brush Co.

1229 Washington Blvd.
CHICAGO



Beautiful effects are easy with a PAASCHE

New Designs for Your Fall Displays

Our fall line of decorations is an unusually distinctive collection of designs that combine originality, beauty and exceptional values. You will find in these designs all of the beauty and charm of the best imported products at prices much lower than you would expect to pay for decorations of this character.

See this interesting line at the I. A. D. M. Convention in Detroit. If you can't attend the convention, send for our new catalog which will be ready for you about July 1. You are cordially invited to visit our display room going to or returning from the convention.

Modern Artificial Flower Co.

840 W. North Ave.,
CHICAGO

Learn the Sign-Show Card Business

Unlimited possibilities are opening up every day in this field. Large firms everywhere want men with creative ideas. Keen commercial competition calls for most aggressive and up-to-date advertising methods. New and striking effects constantly demanded in Window Cards, Bulletin Boards, Signs and Show Cards.

Big Opportunity for Originality

Unusual openings for those who develop constructive imagination. Don't smother your ambitions and ignore your latent abilities. Make the best of your talents—develop your originality—learn to make your abilities earn big money. Get into the Sign-Show Card Business "where originality counts." Our Course teaches how in a few short months. Thousands of successful graduates prove our ability to successfully teach you.

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Our training will give you perfect confidence in your own ability to command a big salary. You are taught how to direct your efforts along profitable lines. You get the close, personal counsel and help of instructors, which makes your ultimate success sure. Nothing is left to guess. Every lesson is designed to bring out the practical helps so essential in realizing the necessary training for successful work.

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Every phase of work is covered. Instruction is complete, thorough and easily understood. Lessons start at bottom and proceed logically and naturally to the finish. You are thoroughly familiarized with intricate and involved lettering, color work, shading and letter designing. You are also taught gold-leaf lettering on glass. Each lesson is designed to bring out and develop YOUR ideas. This helps to give originality and individuality to your work.

Every day brings letters from graduates who are proving value of our Course. Read these extracts: "Am more than satisfied. Your method surely the best." "Self-reliance developed by practical execution of work is important. Personal instruction valuable." "Thanks for fulfillment of all promises." "Am pleased to recommend your School to anyone wishing to study this branch of the art profession."

Read This Guarantee

We guarantee to place graduates in positions paying \$35.00 to \$175.00 monthly after they have completed prescribed course and demonstrated proficiency. Requests for competent men exceed supply.

Don't Doubt—Ask for Proof!

Get our literature and samples. Ask about our Free Audit Offer. Write for proof of our ability to successfully teach this business. Send today—NOW—in fairness to yourself.

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"Where Originality Counts"

L. S. STRONG, President and Instructor

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Detroit, Mich., U. S. A.



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WINDOW DISPLAY FIXTURES
+ PLUS +

Experience, Service, Satisfaction
and
Reliability

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Artistic Wood Turning Works

Formerly POLAY FIXTURE SERVICE

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A new, original and effective paper for artistic window decoration.

Use it in Your Show Windows

A perfect reproduction of the genuine stone, our onyx paper is without doubt the most appropriate covering for window backgrounds and floors, panels, columns, dividers, pedestals, draping stands, scenic frames, units, flower boxes and other surfaces.

We also have a new paper that reproduces Circassian Walnut perfectly.

In stock in convenient size in many beautiful colors and patterns. Write for samples.

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19th St. & 4th Ave. NEW YORK

Now being used with splendid results by leading display men throughout the country.

More Talks by the Old Storekeeper

256 PAGES
4 1/2 x 7 in.

New Book by Frank Farrington

These new talks are better than the first set and more valuable to the merchant. This book is worth a hundred dollars to any merchant who is looking for ways to develop his business.

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Something About Clerks
How Retail Advertising Pays
The Clothes You Wear
Handling the Money
Special Newspaper Advertising
Delivering the Goods
The Dealer's Best Help

The Travelling Men
A New Competitor Opens
A Customer's Point of View
How to Have Good Clerks
Getting the Business Back
Using the Windows
Developing the High Class Trade
Self-Selling Goods

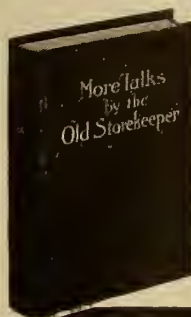
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CHICAGO



Want, For Sale, Etc.

All Notices under this Department, \$1.50 each insertion of 40 words or less, and 30 cents for each additional 10 words.

HELP WANTED—A good live man to become a salesman for a house that makes window backgrounds, fixtures and painted novelties. Must have knowledge of window work, be clean-cut and ambitious. To such a man, I am offering an inducement well worth investigating. Address Box 376, care Merchants Record and Show Window, 5707 W. Lake Street, Chicago, Ill.

HELP WANTED—Display Manager Wanted. Sell your services to one of the South's largest and most progressive shoe stores. An opportunity is now offered to the young men who can qualify for the position as advertising expert and window decorator for a shoe store doing a large retail shoe business. \$300.00 per month salary to the right man. State full particulars in first letter. Address Guarantee Shoe Co., San Antonio, Texas.

HELP WANTED—Combination Man, Window Dresser, Card Writer and Advertising for live department store in a town of 20,000 in Oklahoma. Give full details of your experience, send photos of your windows and recent samples of your ads. State age and salary expected. Address Westheimer & Daube, Ardmore, Okla.

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By the Stenplit Method
For Outdoor Advertising

NOTHING TOO BIG EXPERIENCE UNNECESSARY
Send Copy for FREE Metropolitan Design.

THE STENPLIT COMPANY
1430 First Ave., North, Fort Dodge, Iowa.

WANTED—Goldschmid Bros., Altoona, Pa., want a window trimmer who can do card writing for Clothing, Furnishing and Hat Windows. Corner store with seven windows. State salary expected and references. Send sample of card writing.

Air Brush Blanks Price Tickets
Display Cards
AGENTS WANTED FOR OUR 11x14 STOCK CARDS
Send for Stock List
APEX SHOW CARD SERVICE
224 CASS AVENUE DETROIT, MICH.

Air Brush Stencil Designs

5 11x14 cut stencils with sketch of each, \$5.00

Can be used on different size cards.

Our Air Brush Colors won't clog the brush.

Let us send you circular of designs.

L. O. BUTCHER & BRO. 673 W. MADISON ST.
CHICAGO, ILL.

FOR WINDOWS AND BACKGROUNDS

Use Silk Plushes. Velours, Felts, Cretonnes

Tapestries and Sunfast Draperies

Write for Samples and Prices

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410 South Market Street, CHICAGO, ILLINOIS

INSTANT "BLACK PEN INK"

Patented 1911-1918

For Show Card Writing, Art Work and Drawing, also air brush work.

\$1.00 per Quart 75c per Pint

Chemicals enough for one quart, or one pint mailed in dry form. Simply mix with water. Guaranteed not to mold, settle or corrode.

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3342 Cullum Avenue

Chicago

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For Your Show Windows

Any carpenter can lay these floors perfectly at a small cost. Leading stores throughout the country have installed our beautiful hardwood floors. Send for our handsomely colored catalog.

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MANUFACTURED BY
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Perfect
Service*

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No. 118 No. 120 No. 122



Busy Display Men and card writers tell us that our **Ready-to-Letter Cards** are wonderful time savers. Better write for descriptive booklet, now,

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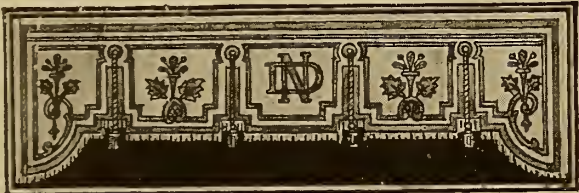


Creators of the Newest Ideas in
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French Drape Valance a Specialty

Write today for our new catalogue and prices

THE WINDOW DECORATIVE WORKS
1250 W. Fourth Street, CLEVELAND, OHIO



The Best Show Windows Are Dressed for Summer
NADECO MAID DRESSINGS ARE SEASONABLE AND ECONOMICAL
STOCK AND SPECIAL PATTERNS
Catalog and Local Dealer's Name on Request.
The National Decorative Co.
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Dietz Decorations

Our floral decorations have won a national reputation, quality, beauty, and reasonable cost. Our low manufacturing and selling costs enable us to offer you the greatest possible values. If our salesman does not call upon you, write for samples, telling us what you want. We can supply you at a saving.

E. C. DIETZ
Successor to Wm. Buhrig Co., Established 1899
219 E. 34th St. NEW YORK

Make Your Show Windows Pay Your Rent



Our Line of Period Display Fixtures Will Help You Make Effective Window Displays

Many Sales Are Made on the Sidewalk
New Catalogue No. 93 on Request

The Oscar Onken Co. 3748 West Fourth St. Cincinnati, Ohio, U. S. A.



Valances and Shades
To Your Order for Your Fall Windows

We are specialists in French Puffed Shades and can offer exceptional values in this line. Send for our new catalog.

ART WINDOW SHADE CO.
2838 Broadway CHICAGO

GET READY for the BIG PARADE

On the coming 4th of July there will be floral parades held in hundreds of cities all over the United States. Probably there is to be a parade in your city and, if that is the case, you should prepare for it at once.

We have a big stock of decorations designed and manufactured especially for parades and other outdoor events. They are showy in design, gorgeous in color and moderate in price. We can ship them immediately upon receipt of your order.

Write today for our catalogs

Botanical Floral Sheeting

The best covering for cars and floats of all kinds. Inexpensive and easily applied. All colors.

Short Stem Flowers

Flowers of every description in all sizes and colors. Cost little and make a big showing.

Vines and Foliage

Low priced vines and foliage of every size and variety and to suit every taste.

Papier Mache Decorations

Shields, eagles, patriotic and fraternal emblems of all kinds. A design for every purpose.

Auto Wheel Decorations

Covers for auto wheels of all sizes. In plain colors or decorated with stars, circles or other designs.

Festoons and Plumes

We have this class of decorations in a wide range of styles and colors at lowest prices.

Confetti, Serpentine, Carnival Caps, Etc., Etc., Etc.
Everything you need for Pageants, Parades, Carnivals,
Patriotic Events, Home Comings and Similar Occasions

For Fall Window Decorations

Our salesmen are now on the road with a magnificent line of new designs for your autumn displays. We consider it the best fall line we have ever offered. See these super-decorations before selecting your autumn designs. This line will be shown at the Detroit Convention.

The Botanical Decorating Co.

Manufacturers and Importers of Artificial Flowers and Decorations.

Designers and Builders of Super Window Furniture

208 West Adams Street

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Chicago



This Hall is empty now but just wait for the I. A. D. M. Convention, Detroit

If You Can't Come Write to Curtis-Leger Fixture Co.

THE display gang has been fed up on the fact that there is going to be an I. A. D. M. Convention, July 12th to 15th. They have been told what is going to happen, but not what they are going to see.

To start with let us repeat that you'll be surprised when you stroll in and shake the mitts of the Curtis Manufacturing Gang in their 2x4 parlor. They will show a lot of things that will make your artistic temperaments tingle.

For instance there will be some new models of wax ladies and men, which have all the attributes, with the exception of the breath of life, to make them real humans. You will see new creations in Ladies', Misses' and Men's forms, fashioned to perfection for carrying the seasons latest styles. There is no doubt but what you will want a couple of squads of them as they have been heartily indorsed by the most critical display men on State Street.

The new ideas in draping stands; also shoe and men's wear fixtures, will make a hit. By the way, don't forget to take away our many valuable books and catalogs. The vest pocket edition of Helpful Hints for window trims, are really helpful. They are all free.

DISPLAY EQUIPMENT

If You Can't Come Write

Some buyers of display equipment are holding off until the Convention. If you are among those who will not be present write us now. Describe your wants. Remember the CURTIS-LEGER FIXTURE CO. can supply you with everything under the sun in display equipment. The experience and service of this large Manufacturing Corporation, established throughout a half century of helping merchants sell their goods, means everything to discriminating buyers of display equipment.

Metal fixtures also have some new wrinkles to unfold to you.

The selection Curtis-Leger Fixture Co. will show of Window Valances, Draperies, Floor Coverings, will astonish you; as the growth of this department in our business has astonished us. Progressive Merchants hail us as Valance and Drapery Headquarters of the West and Middle West.

Artificial flowers will also have a place—just enough to convince you that Curtis-Leger specializes in flowers suitable for window displays.

The display man who has difficulties in producing the correct lighting effects in his window, as well as the man groping for new window lighting effects, is going to be tickled to death with our latest creations in window lighting.

The counter salesman who has been looking for an inexpensive color matching lamp, which will do the work, will find it. All this and a lot more at the Curtis-Leger Booth.

If you can't come, drop us a line and we will be glad to submit photos and prices and information of new creations which are going strong and just about to be placed on the market.

CURTIS-LEGER FIXTURE CO. 237 W. Jackson Boul., Chicago, U. S. A.

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